...CEMBER 11, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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TECHNOLOGY DEPT:

Come into our parlor....

A DOOR SLAMMING noisily as Pegeen Fitzgerald's maid patters in, smoke from husband Ed's pipe blue and fragrant in the air, a toaster clicking happily on the sun-splattered table . . . That's the unstudiolike setting from which WOR's "Breakfast With the Fitzgeralds" originates every weekday at 8:30 A.M.; i.e., their own apartment.

What kind of a program is it? Probably one of the most unique and informally simple shows in the United States. For it's just the Fitzgees, Pegeen and Ed, having breakfast. But this simplicity of pattern is suffused with a degree of intimacy, warmth and naturalness that keeps about 450,000 WOR listeners happily glued to the Fitzgees' program every day.

"Breakfast With the Fitzgeralds" is another sample of WOR's carefully clocked programming. WOR deliberately plans to create moods that, in turn, send listeners trotting off merrily to pay cash for things on dealers' shelves.

If you would like to take advantage of the advice of skilled showmen, who are also skilled salesmen, it would not be a bad idea to lift your phone and dial PE 6-8600; or write . . .

—that power-full station WOR

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

"The SPIRIT of '76"

EARLY in the Sixth War Loan, WLS Program Director Harold Safford, counted up. "We have booked SEVENTY-SIX special war bond shows for WLS talent," he said. "One, two, up to ten acts. Seventy-six performances and the drive has just begun!"

That's what we mean by "The Spirit of '76". These seventy-six WLS war bond shows exemplify the "Spirit of '76" in the Radio Industry of 1944. We're glad to serve this way. And besides, we're proud that WLS is so much "One of the family in Midwest America" that, whenever our people want help, they call on us. In war bond or salvage drives, in community efforts of every kind IN CHICAGO and all our four-state area, WLS is the first thought of millions of Americans who, in 1944, are working and fighting with "The Spirit of '76".

The pictures above are two of the many favorite WLS acts. Upper, Salty Holmes and the Prairie Ramblers; lower, Tom and Otto

If you want help in selling a product or service in Midwest America, call WLS or see a John Blair man. Our million letters a year are proof of what we can and will do.

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

THIS CAN ONLY BE PORTLAND, OREGON

A Typical American City . . . but its horizon makes it different.
KOIN is a Typical American Radio Station . . . whose new horizons in Public Service make it different.

KOIN RADIO TEACHERS INSTITUTE

Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

SONG OF THE COLUMBIA. Stories of Oregon history dramatized in words and inspiring music . . . in biggest single station production on Pacific Coast. Over 50 in the cast.

UNITED WAR CHEST. Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "Fifth Freedom" drama, KOIN helps in attaining largest Portland quota in history.

WARTIME WOMEN. Daily program conducted by Clare Hays, named by *Variety* as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

GARDENING WITH BOUQUET. KOIN dialers heard the Northwest's leading crops expert twice a week, then grabbed their hoes for bigger 'n' better Victory Gardens.

PARK CONCERTS. Outdoor concerts provided by City of Portland and KOIN are enjoyed by weekly crowds of 5,000 in summer series.

SAFETY. Two separate weekly series of safety programs help to shine the stop light on mounting problem of wartime accidents.

MILLION DOLLAR CLUB. Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country".

KID CRITICS. Award-winning weekly discussion by four "primer professors" of books they read . . . presented in cooperation with Portland Public Schools and Library.

RED'S GANG. KOIN's popular "western" group entertains war workers on the job, makes war bond personal appearances . . . plus five "topnotch" radio shows a week.

CALLING PISTOL BUTTE. Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". Another KOIN fire prevention program.

SPELL'N TELL. This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

PROBLEM CLINIC. This weekly series helps to solve the problems peculiar to a war-swollen area.

KOIN PORTLAND OREGON

CBS

FREE & PETERS, Inc.
National
Representatives

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"The People's

IN TURNTABLE EQUIPMENT

Elections come and go, but the broadcasters' favorite is always...RCA Turntable Equipment. Here is sturdy, dependable construction; equipment particularly designed for broadcast station needs.

In the RCA 70-C1 Turntable with its combination head, the broadcaster will find equipment of great flexibility. These turntables will be available for delivery on rated orders early in 1945. Inquire now!

For broadcasters interested in postwar reservations of turntables, new AM, FM or Television equipment, speech input equipment, etc.—write the Broadcast Equipment Section for information on the RCA Broadcast Equipment Priority Plan.

FEATURES OF THE RCA 70-C1 TRANSCRIPTION TURNTABLE

- Combination pickup for vertical and lateral transcriptions.
- Counter balanced tone arm, free of noise and vibration. Six-position switch for control of compensation.
- Excellent speed regulation. High torque for quick starting.
- Turntable operation within proximity of microphone possible. (Silent type power switch; low motor noise.)
- Isolation of motor noise from cabinet. Filters securely mounted and arranged for minimum hum pickup.
- Modern cabinet design, attractive trim. Umber gray cabinet finish.

Choice..."

The RCA 70-C1
(combination head)
Turntable

BUY MORE WAR BONDS

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

STABILITY in Omaha
"VICTORY MAT
STABILITY in every branch of radio broadcasting KOIL consistently produces top notch programs.
KOIL Covers Special Events FIRST
STABILITY....
KOIL Consistently Produces First Class Listener Interest Programs ..... such as .....
"MAIL CALL"
A program very close to the Hearts of Nebraskans and Iowans of the KOIL area
IT GOES LIKE THIS:
Nebraska and Iowa GIs write home—colorful letters—filled with personal views and experiences of the war.
STABILITY in Omaha!
BYRON HEAD
emcee's
The "COFFEE CLUB"
DAILY 7:15 to 8:00 A.M.
On the Air for SIX YEARS
KOIL
14 years a favorite!
"KRIME KLAN" proves
KOIL STABILITY
in the
Omaha area
Krime Klan, one of radio's outstanding weekly thrill dramas has gripped an ever growing audience of KOIL listeners since 1930.
And this is just one of many "long runs" on KOIL, establishing its STABILITY in the rich, midwestern market.
Results PROVE listeners are enthusiastic about KOIL programs.
In Omaha, it's KOIL for Stability . . . KOIL for Results . . . KOIL for Value!
Represented Nationally by Edward Petry Co., Inc.
KOIL Omaha
KOIL'S STABILITY in Omaha
Is Proven by the Continuous Appearance on the Air of Belle West as "Polly the Shopper" for
7 YEARS!
Year in and year out, from 10:45 to 11:00 A.M., five days a week, the housewives of Omaha have tuned to KOIL and "Polly the Shopper". It is as much a part of their lives as washing the breakfast dishes and getting Johnny off to school! Belle West's program is a "what-where-how" for housewives and, as she was raised in Omaha, the women of Omaha place explicit confidence in her messages. She has sold everything from moth-killers to vitamins—and the proof of her program is the fact that it is sold out!
Her nose for news in the merchandising field is outstanding, with a resultant following that is unsurpassed by any other radio personality in Omaha. Among the prominent advertisers whom she has served for the last several years, five have bought "Polly" for the full seven years.
KOIL produces popular programs and can produce for you, too.
Represented Nationally by Edward Petry Co., Inc.
KOIL Omaha
KOIL
STABILITY

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

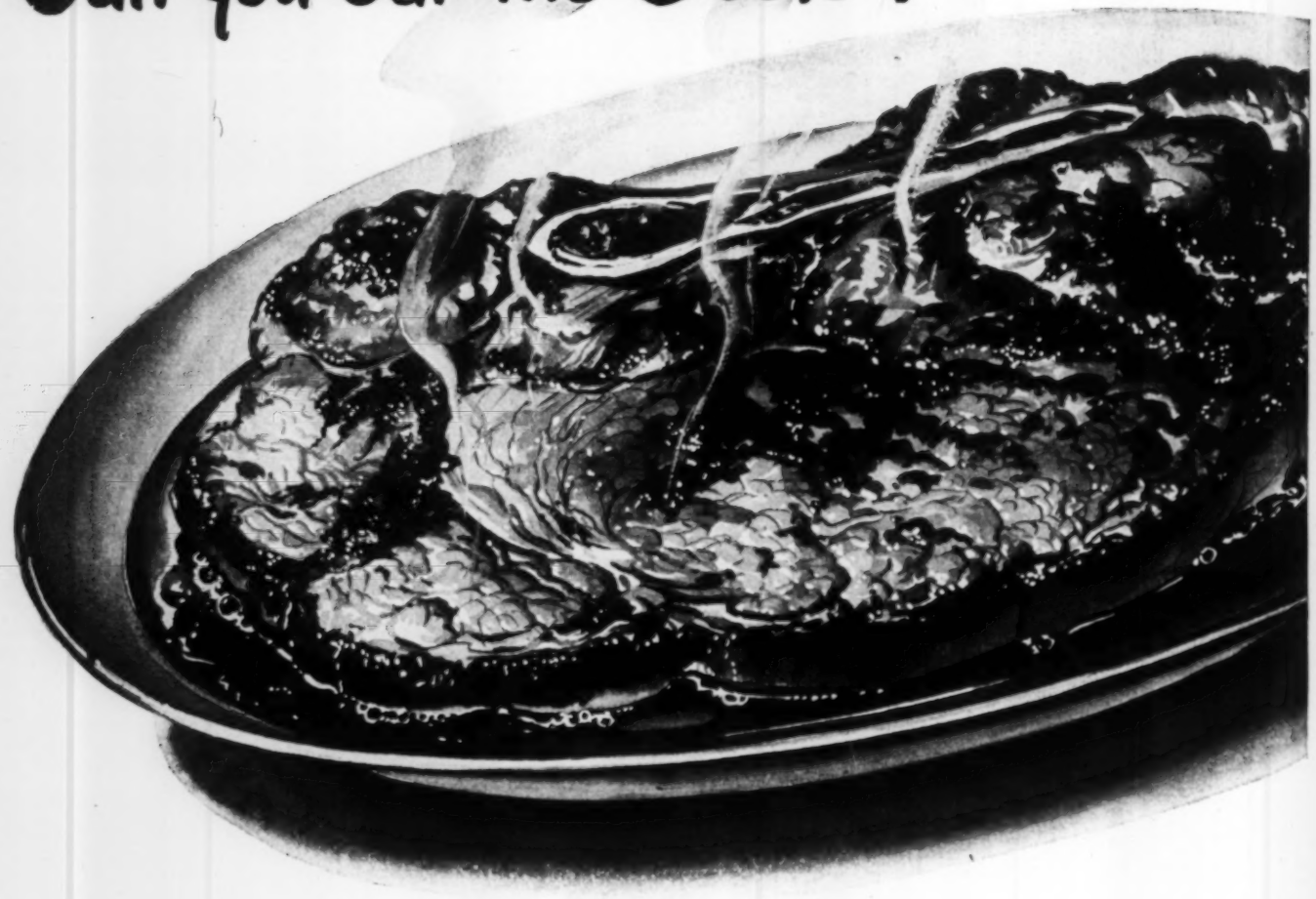
WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Can you eat the Sizzle?



ADVERTISING PSYCHOLOGIST Elmer Wheeler had a neat way of summing up the strategy of sales appeal. Said he: "Sell the *sizzle*, not the steak."

BUT...don't *buy* that way, brother. The sizzle adds atmosphere, but it's the steak that has to fill you up.

A sprinkling of big names in a transcribed library may *look* very impressive, but it's as clear as a 50,000 watt signal that a few "peaks" in a library can't make up for a bulk of run-of-the-mill material.

Compare! Break down the number of playing hours into *paying* hours—hours of the kind of big-time showmanship that's known to get listeners and clients—and you'll find ASSOCIATED your best bet.

For the word is getting around: ASSOCIATED offers *most* hours of the best *radio* music!

That's why, in the past few months, ASSOCIATED has gained more new subscribers than in any comparable period in its history. It will pay you to find out what the rush is all about.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.

Completely Covers the KHQ Vast Inland Empire

Winners—Ready for the Picking. Famous Washington State Apples ready for world markets; and these are just one of the many choice crops that keep the Buying Income of the Inland Empire second highest in the nation —$2,252 per capita.

Picking the Winner among Media, too, is easy here in the Inland Empire. One rich market completely covered at the cost of just one medium .... no other single medium in this area except KHQ can make this claim. It's a Winner every time.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

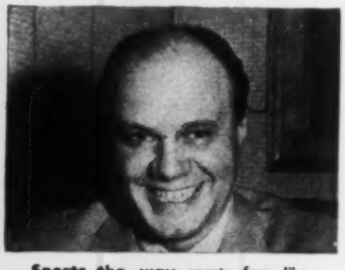
National Representatives; EDWARD PETRY & CO., INC.

BRIGHT SPOTS

in Washington, D. C.

Meet Alice Lane, the Washington "Good Neighbor," 10:35 to 11:30 A.M.

Mike Hunnicutt . . . he's the fellow who wakes Washington up with a laugh . . . 7 to 10 A.M.



Sports the way sports fans like them by Tony Wakeman, 1 to 5 P.M., and all-sports review at 6:45 P.M.

The "1450 Club" . . . as run by that popular music picker Jackson Lowe . . . 8:30 to 10:30 P.M.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

At Deadline . . .

PROCTER & GAMBLE Co., Cincinnati, Jan. 1 starts Bob Sweeney and Hal March, comedians, on 13 CBS West Coast and midwest stations for Oxydol and Ivory Soap Monday through Friday, 7-7:15 p.m., replacing *I Love a Mystery*. Jack Kirkwood's program replaces the mystery series on the remaining P & G network of 60 CBS stations at 7 p.m., moving from 8-8:15 p.m. (PWT) on 13 stations. Compton Adv., New York, handles advertising for both products, but the Sweeney-March show will be handled by Dancer-Fitzgerald-Sample, New York.

ACME White Lead & Color Works, Detroit (Lin-X Wax and Polish), effective Jan. 1 renews sponsorship of two Sunday mystery shows, *The Shadow* on 33 Mutual stations and *Nick Carter* on 14. Contracts for 13 weeks were placed by Henri, Hurst and McDonald Inc., Chicago.

COWLES newspaper and radio interests have leased substantial space at 711 Fifth Ave., New York City, former NBC headquarters, for occupancy about April 1. Probably to be known as Look Bldg. Quarters also will house New York studios of WHOM Jersey City-New York. World Broadcasting System will continue to occupy substantial space in the building.

ARTHUR GODFREY, early-morning programmer of WABC New York and WTOP Washington, returned last Friday from a tour of the Pacific with a series of recordings on the use of blood plasma in the fighting areas. G. Richard Swift, WABC program director, accompanied Mr. Godfrey.

SELLERS of SALES

"AN ADVERTISER should not use radio sporadically, but should, after making an investment, protect that investment by continuing his radio activities over a long period of time, in fact almost indefinitely. Major users of radio today have been on the air for a number of years."

This axiom of radio which could be the preface of any radio presentation, is given added weight by its source—Roland Van Nostrand, chief timebuyer of Benton & Bowles who purchases portions of time for such major users of radio as General Foods, Procter & Gamble, Prudential Life Insurance, Florida Citrus Commission, Best Foods and others.

VAN

While all media have done an outstanding job for the advertiser, Van says that radio properly used, offers larger potentials than other forms of media. Although time is scarce under present conditions, when the war is won, radio, he feels, will still retain a large portion of its sponsored time. Van's observations are supported by ten years of front-line experience in media.

Born in Sag Harbor, New York in 1910, Van was prominent in high-school athletics, and following graduation became an athletic instructor. He then opened his own business in the filling station field. His genuine ambition lay, however, in advertising and soon he was employed by Lord & Thomas where he began in the research department, but after several months shifted to media. He remained at L&T for five years before going to the Joseph Katz Co. in Baltimore. After three years with Joseph Katz Co. as space and timebuyer and account executive, he moved to Ivey & Ellington as media director. He joined Benton & Bowles the first part of this year.

Van looks forward to the day when restrictions on production of television receivers and equipment will be lifted, giving television the opportunity to advance. He feels that the fine standard of radio entertainment will be reflected in television programming and consequently television will not have to go through that phase of growing pains which radio had to endure in its beginning.

Van's interests outside are the theatre, music and sports. The latter is his forte, among which are swimming, riding, tennis, hunting, fishing and golf. He shoots golf in the 70s.

NBC BASIC STATION

WILM

1150 KC

Wilmington, Delaware

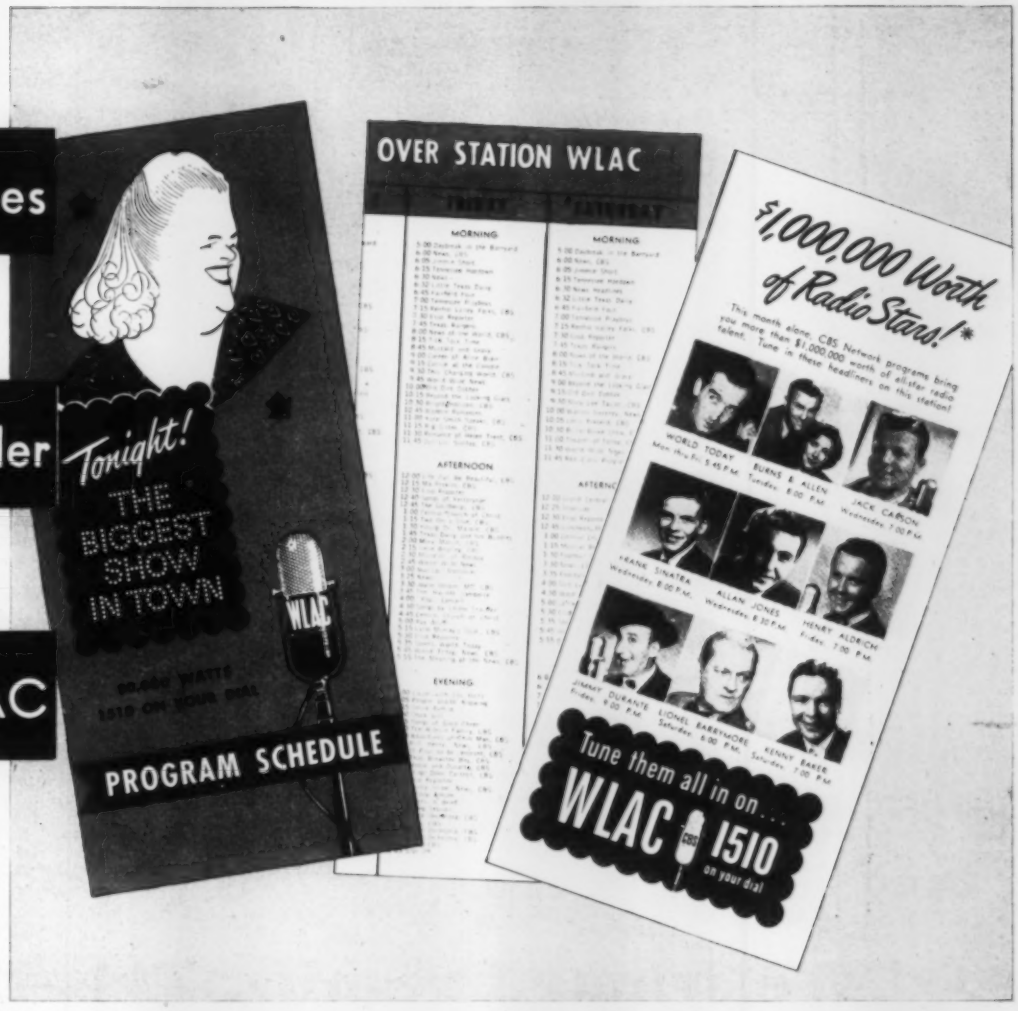
5000 WATTS DAY & NIGHT

REPRESENTED BY RAYMER

35,000 radio homes

eceived this folder

from station WLAC



LISTENERS in thirty-five thousand homes reached in their mail boxes last month and drew out a colorful folder listing all WLAC programs . . . complete with pictures of network personalities.

Not only home owners in Nashville but those in Clarksville, Goodlettsville, Murfreesboro, McMinnville, Cookeville, Tullahoma, Lawrenceburg, Lewisburg, Gallatin, Lebanon, Shelbyville, Franklin and Springfield received this mailing piece. The Nashville listening area was saturated with the story of WLAC program offerings.

And that's not all. Every morning, for one week, Nashville business executives were mailed a bulletin inviting listening to that night's top programs. Over 600 grocers and over 300 druggists in the Nashville area received regular mailings from this station.

Is it any wonder that WLAC has made a reputation as a "promotion-minded" station? Let WLAC, with its 50,000 watts, beam your sales story to an audience that is loyal and receptive.

50,000 Watts **WLAC** Nashville, Tenn.

Represented by Paul H. Raymer Company

"We wanted results, Thistlewaite, you chump, and you ask for only one F&P station!"

● Stand up, Thistlewaite, and defend yourself! You can easily cite cases in which *one* F&P station has proved the equivalent of an entire *list* of stations . . . others in which such satisfactory results have been obtained from just a few F&P stations that whole campaigns have been switched over to spot broadcasting.

Whether it's one station or twenty – let's *start.* Soon?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . BUFFALO
WCKY . . . CINCINNATI
KDAL . . . DULUTH
WDAY . . . FARGO
WISH . . . INDIANAPOLIS
WKZO . . . KALAMAZOO
KMBC . . . KANSAS CITY
WAVE . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . PEORIA
KSD . . . ST. LOUIS
WFBL . . . SYRACUSE

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WPTF . . . RALEIGH
WDBJ . . . ROANOKE

SOUTHWEST

KOB . . . ALBUQUERQUE
KRIS . . . CORPUS CHRISTI
KXYZ . . . HOUSTON
KOMA . . . OKLAHOMA CITY
KTUL . . . TULSA

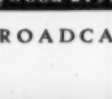
PACIFIC COAST

KOIN . . . PORTLAND
KIRO . . . SEATTLE
KFAR . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 24 WASHINGTON, D. C., DECEMBER 11, 1944 $5.00 A YEAR—15c A COPY

Blue-NBC Face Double Strike Threat

Petrillo May Pull AFM If Nets Sign NABET

By JACK LEVY

A DOUBLE strike by musicians and technicians faced the NBC and Blue networks last week as James C. Petrillo reportedly threatened to defy the National Labor Relations Board decision of Nov. 24 awarding jurisdiction over platter-turning at all but the Chicago stations of the networks to the National Assn. of Broadcast Engineers and Technicians.

BROADCASTING learned from reliable sources that Mr. Petrillo met with network officials last Tuesday, the day on which negotiations started between NABET and the nets for renewal of contracts, and served notice in unmistakable terms that if contracts are signed covering platter-turner jurisdiction he would call out his musicians. Several days earlier his union had threatened, obviously as a show of strength, to pull musicians from the NBC *Jack Benny Show* if "non-union engineers" were employed. The program, however, went on the air as usual.

Petrillo Letter

Following the Benny incident and the commencement of negotiations with the networks, Allen T. Powley, NABET president, issued a formal statement calling upon Mr. Petrillo to prove a charge that NABET is a "company dominated union" or subject himself to a libel suit by the officers and members of the technicians' union (see text of statement on page 66). Mr. Powley said the networks advised him they received a letter from Mr. Petrillo containing this charge.

Mr. Powley also accused the networks of attempting to coerce NABET into joining the AFL in order to satisfy Mr. Petrillo. "This tribute collecting gentleman", he declared, "seems to have thoroughly scared the large networks to the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads.

Charging "behind the scenes" action between Mr. Petrillo and the networks which, he said, makes it appear that the "company dominated union" in the broadcasting picture is Mr. Petrillo's organization, Mr. Powley asserted that NABET was at a loss to determine whether Mr. Petrillo's sanction must be obtained in order to make an agreement with the companies. "In fact," he asserted, "we are becoming so confused that we hardly know who is president of NBC, Mr. James Trammell or Mr. Niles Petrillo."

NAB May Act

Apprised of Mr. Powley's statement, an NBC spokesman admitted that a letter to the nets from Mr. Petrillo had been read during negotiations with NABET but denied that the networks on their own had made any request that NABET join the International Brotherhood of Electrical Workers (AFL). Mr. Petrillo has an agreement with the IBEW which gives him platter-turner jurisdiction at CBS owned stations.

A spokesman for the Blue stated Friday: "The Blue network is involved in a jurisdictional dispute between two unions. We are hopeful that this dispute will be satisfactorily solved."

A possibility that the NAB would urge the networks to resist pressure from Petrillo was seen late Friday in an announcement by President J. Harold Ryan that telegrams were being sent to members of the Labor Executive Committee for an expression of their views. Responses from the members will determine whether a meting of the Committee will be called to take action.

Members of the Committee are Harry LePoidevin, WRJN Racine, Wis., chairman; W. E. Hutchinson, WAAF Chicago; John H. MacDonald, NBC New York; Stephen R. Rintoul, WSRR Stamford, Conn.; Calvin J. Smith, KFAC Los Angeles; and Frank K. Smith, CBS New York.

Nets Given Two Weeks

Negotiations between NABET and the NBC and Blue networks were recessed Thursday because of a prior commitment of John H. MacDonald, NBC vice-president in charge of labor relations, to make a short inspection tour. They were to be resumed Tuesday morning.

In the meantime, it was reported, Mr. Petrillo would make no move against the networks for two weeks although he is understood to have warned them that signing with NABET would result in musicians' strikes. Mr. Powley suggested that the two weeks respite might be Mr. Petrillo's strategy "to lay low until Congress is out of the way". Congress is expected to adjourn *sine die* next week. A new Congress takes office Jan. 3.

NABET is now weighing its next move, foregoing any immediate action until the resumption of negotiations Tuesday when the readiness of the networks to renew contracts can be better determined. Should the networks refuse to renew, NABET may employ one of two procedures or both. It may (1) file with NLRB an unfair labor practice charge against the networks for refusing to bargain in accordance with its jurisdictional rights as certified in the recent NLRB ruling. In that event, the Board would go to the Circuit Court of Appeals which would in all likelihood issue a court order requiring the networks to enter into contracts with NABET. Refusal to comply with such an order is punishable by fine or imprisonment.

NABET might (2) go before the War Labor Board, which took jurisdiction in the case last May [BROADCASTING, June 5] to prevent a strike at 12 NBC, Blue and Mutual stations when Mr. Petrillo attempted to take over turntable operations, serving notice that unless the WLB took action it would call a strike of its technicians at NBC and Blue. Such a notice probably would result in the WLB issuing an order holding the status quo and subsequently directing the networks to renew their contracts within a specified time. Failure on the part of the companies to comply could result in the Government seizing the networks.

NABET also may take both actions simultaneously.

NABET has no disposition to strike, a spokesman declared, but if the companies bargain with Mr. Petrillo in complete disregard of the NLRB certification of NABET's jurisdiction over turntables it is entirely probable that the technicians will call a strike at all network owned and independent stations served by the union—an aggregate of approximately 40 stations as well as the Hollywood studios of Blue and NBC. It would take this action on the ground that

(*Continued on Page 66*)

Senate May Consider Porter FCC Nomination This Week

A PUBLIC HEARING into the qualifications of Paul A. Porter, nominated by President Roosevelt to fill the unexpired term of James Lawrence Fly on the FCC, probably will be held by the Senate Interstate Commerce Committee this week, Chairman Burton K. Wheeler (D-Mont.) indicated Friday. Mr. Porter, now sojourning in Miami Beach, wired Sen. Wheeler he would return to Washington Dec. 12.

Mr. Porter, upon confirmation, will be named chairman by President Roosevelt. Confirmation is expected prior to adjournment of Congress before the Christmas holidays.

Sen. Wheeler said only one protest was filed against Mr. Porter's nomination. On Nov. 17 the Socialist Party National Executive Committee protested on the grounds that the appointment appeared to be a reward for Mr. Porter's work as publicity director of the Democratic National Committee. Mr. Porter's previous affiliation with CBS as Washington counsel also was mentioned by the Socialists or objectionable.

Chairman Wheeler declined comment on Mr. Porter's nomination, other than to say he would hold a public hearing upon the nominee's return. Sen. Wallace H. White Jr. (R-Me.), ranking minority member of the Interstate Commerce Committee and Minority Leader, said he had no objections to Mr. Porter's nomination.

TBA Prepares for Television Debut

Enrollment in Excess Of 750 at N. Y. Convention

By BRUCE ROBERTSON

ANTICIPATING a new allocation plan which will authorize television operations in both the lower portion of the spectrum and "upstairs" in the higher frequencies, the first annual conference of the Television Broadcasters Assn. convenes in New York today (Dec. 11) for a two-day session. Advance registrations had passed the 500 mark by the weekend and Will Baltin, TBA secretary, predicted the total enrollment would reach 750, with possibly 1,000 attending the banquet Monday evening.

As the first conference convened, the FCC was whipping into shape its spectrum-wide allocations, looking toward adequate space for postwar development of television and FM, as well as other non-broadcast radio and communications services.

In Lower Band

While no concrete data were available, it was generally felt that provision for more than a dozen 6 mc channels would be made for television in the higher frequencies the spectrum—below 200 mc—with virtually unlimited opportunities for development of high-definition television in the higher frequencies above 400 mc. This would constitute a compromise of the positions taken by the proponents of immediate postwar television in the lower bands and those who propose only high-definition television.

The FCC, however, was losing no time in seeking to perfect the spectrum-wide allocations, and last Thursday met with the Interdepartment Radio Advisory Committee in another effort to reconcile differences in recommendations made to the overall allocations hearing last November. The FCC would prefer to project an overall allocation, rather than on piecemeal basis but to meet the State Dept. deadline on frequencies having international aspects it first will complete proposed allocations below 30 mc.

While some partial determination of assignments may be effected by latter December, it was hardly expected the integrated plan would be available before the first of the year. Thus, allocations covering television, FM, facsimile probably will not be conclusively known until some time in January. On the international phases, an inter-American radio conference is to be held June 2 in Rio de Janeiro.

Touches All Phases

Every phase of the video art will come before the convention, including manufacture, distribution, exploitation, price ranges of transmitters and receivers, and prospective network operations, along with large-screen theatre television. Discussion as to price range is centered around a table model at about $150, but with the bulk buying expected to be in the range $200-$400.

The advance registration indicates that a substantial number of broadcasters will be on hand to browse about to determine if and when they should enter the video field. Theatrical interests likewise will be prominently represented, along with program and syndicate observers.

At dinner Monday evening Dr. Allen B. DuMont, TBA president, will present the organization's awards of merit to a number of individuals who have been largely responsible for the developments that have brought television to its present status. Following the presentation the recipients of the awards will participate in a symposium on future developments which they anticipate for the medium. Entertainment of the evening will come completely by television, with studio, remote and film programs originated by WNBT, NBC station, and WABD, DuMont station, and received on some 30 sets provided for the occasion by RCA, DuMont, General Electric, Philco and Fada. Program will include newsreel shots of delegates arriving at the conference and the first commercial movie short to be made expressly for television.

LIST of TBA registrations on page 24; late registrations on page 59.

Opening with an address of welcome by Dr. DuMont at 10 a.m. this morning, the morning session will include discussions of the technical, program and network outlook for television, speakers being Dr. W. R. G. Baker, General Electric Co.; E. W. Engstrom, RCA Labs; John F. Royal, NBC; Robert L. Gibson, GE; Thomas H. Hutchinson, RKO Television Corp.; Harold S. Osborne, AT&T.

Lewis Allen Weiss, Don Lee Broadcasting System, will address Monday's luncheon meeting on "Television and the Broadcaster." The afternoon will be devoted to panel meetings of broadcasters, manufacturers, program producers, advertising agencies, publications, talent and theatres. On Tuesday morning an address on the Navy's electronic training program by Comdr. William C. Eddy, on leave from his regular post as manager of WBKB, Chicago video station of Balaban & Katz, will be followed by a technical roundtable. Annual TBA business meeting will be held Tuesday afternoon, at which time the three New York television stations, WCBW of CBS as well as WABD and WNBT, will hold open house for conference visitors.

Bolling Denounces Usual Timebuying

Blames Station Housecleaning On Careless Spot Buying

FORMULA timebuying, with stations pre-selected on a basis of power or network affiliation or Hooper ratings, was soundly denounced last Thursday by George Bolling, vice-president, John Blair & Co., in an address on "Why Time Selling Is Hell", given before the radio-in-wartime luncheon of the New York chapter of the American Marketing Assn.

In his talk, a companion piece to one on timebuying made last spring to the same audience by Linnea Nelson, chief timebuyer of J. Walter Thompson Co. [BROADCASTING, May 15], Mr. Bolling stressed the fact that in the "mad whirl of spot buying, buyers cannot be figureheads"; they must be able to recognize a good buy when they see it and they must have the authority to buy it when it's available.

Stating that much of the criticism which has started a wave of housecleaning among radio stations was evoked by the limitations of formula buying, Mr. Bolling said that while the housecleaning objectives of these stations are admirable some of the methods used to reach these objectives are faulty. "A blanket indictment against all recorded announcements is like saying all doctors are quacks or all bankers crooks because there are some black sheep among them," he said.

He pointed out that such blanket pronouncements might give the "professional reformers who are clamoring for government control the very arguments they have been looking for. They could use radio's argument against transcribed announcements to prove that all announcements are bad . . . then, that all commercials are bad . . . and finally that all commercial radio is bad."

PROGRAM FOR FIRST ANNUAL CONFERENCE OF TBA

Hotel Commodore, New York, Dec. 11-12

MONDAY, DEC. 11

9 A.M.—Registration.

10 A.M.——Address of Welcome by Dr. Allen B. Du Mont, president TBA. Report on Arrangements by J. R. Poppele, Chairman, First Annual Conference of Television Broadcasters Assn. "New Horizons in Television", by Dr. W. R. G. Baker, vice-president, General Electric Co., Chairman, Radio Technical Planning Board; E. W. Engstrom, Director of Research, RCA Laboratories, Princeton, N. J. "Television Programming", John F. Royal, vice-president in charge of Television, NBC; Robert L. Gibson, assistant to vice-president in charge of advertising and publicity, General Electric Co.; Thomas H. Hutchinson, in charge of production, RKO Television Corp. "Establishing Television Networks", Harold S. Osborne, Chief Engineer, AT&T.

12:30 P.M.—Luncheon: "Television and the Broadcaster", address by Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System, vice-president, Television Broadcasters Assn.

2 P.M.—Panel Meetings: Dorman D. Israel, executive vice-president in charge of engineering, Emerson Radio & Phonograph Corp., presiding.

1. Broadcasters: Samuel Cuff, Chairman, Du Mont Television; Comdr. William C. Eddy, U. S. Navy; John T. Williams, NBC; Harry R. Lubcke, Don Lee; Paul Knight, Philco; Robert L. Gibson, GE; Klaus Landsberg, Television Production Inc.
2. Manufacturers: C. A. Priest, GE, Chairman; Charles Robbins, Emerson; Paul Chamberlain, GE; Merrill A. Trainer, RCA; Dr. Peter Goldmark, CBS; J. E. Keister, GE; Walter S. Lemmon, International Business Machines; David B. Smith, Philco.
3. Program Producers: Thomas H. Hutchinson, RKO, chairman; Raymond E. Nelson, Charles M. Storm Agency; Irving Shane, Television Workshop; Herbert Graf, NBC; Robert Emery, WOR; Hoyland Bettinger, GE; Edward Sobol, NBC; Lee Cooley, Ruthrauff & Ryan; R. B. Gamble, Television Producers Assn.
4. Advertising Agencies: Harry Trenner, William H. Weintraub & Co., chairman; Herbert Leder, Benton & Bowles; Frank Silvernail, Ted Long, BBDO; Jack Wyatt, Buchanan & Co.; Don McClure, N. W. Ayer & Son; William E. Forbes, Young & Rubicam; Theo Gannon, Wm. H. Weintraub Co.
5. Publications: Clifford Denton, *N. Y. Daily News*, chairman; Fred I. Archibald, *Albany Times-Union;* Dr. O. H. Caldwell, Caldwell-Clements Publications: William Kosta, *Look* magazine.
6. Talent: William Morris, Morris Agency, chairman; Ed Wynn, Garson Kanin, Larry Brooks, Richard Manville, Walter O'Keefe, Jessica Dragonette, Leo Horowitz, Hope Bunin, Ilka Chase, Selma Lee.
7. Theatres: Paul J. Larson, SMPE, chairman; Dr. B. W. Epstein, RCA Laboratories; Ralph B. Austrian, RKO Television; Paul Raibourn, Paramount Pictures Inc.; Ralph Beal, RCA Laboratories.

3:45 P.M. General Session: Summary of Panel Meetings—Presented by chairman of each panel.

5 P.M. Cocktail Party and Social Hour, sponsored by the First Television Network—NBC, GE, Philco.

7 P.M. First Annual Conference Banquet, prominent speaker, presentation of Awards of Merit and entertainment televised to ballroom of Hotel Commodore by New York television stations.

TUESDAY, DEC. 12

10 A.M. "The U. S. Navy's Electronic Training Program and Its Relation to Postwar Television", Comdr. Eddy.

10:45 P.M. Technical Roundtable Discussion and Question and Answer period, Dr. Alfred N. Goldsmith, vice-chairman, Radio Technical Planning Board, moderator.
Participants: O. B. Hanson, NBC; J. E. Keister, GE; Dr. Allen B. Du Mont, Du Mont Laboratories; Dr. C. B. Jolliffe, RCA; F. J. Bingley, Philco; Harry Lubcke, Don Lee; A. H. Brolly, Balaban & Katz; Klaus Landsberg, Television Productions Inc.; J. R. Poppele, WOR.

12:30 P.M. Luncheon: Entertainment by stars of television, radio, stage and screen.

2 P.M. Annual Meeting of the Television Broadcasters Assn., open only to members.

3:30 to 8 P.M. Visits to television studios at NBC, 30 Rockefeller Plaza; Du Mont Television, 515 Madison Ave.; CBS, 15 Vanderbilt Ave.

Let's Get Together, Pleads Video Pioneer

Wrangling Detrimental to Public; Veteran Urges Compromise

By Lt. NOREN E. KERSTA, USMCR
Manager, NBC Television Dept., on Leave

THERE IS a place for analysis of the motives of the various interests in television in presenting their various positions. However, further comment along this line would only be an amplification of the accusations, the intrigue and the suspicions which already make up most of the history of television. The issue can be better served by discussion and planning tending toward dissolving some of this unfortunate background and healing some of the industry's festering.

As we know, the aspect of the television situation which has possibility of disastrous effects is: if broadcasters invest large sums of money in the business, they know they will only begin to get meager return some four or five years from the starting date. At just about this time present engineering thinking indicates the higher frequencies will be opened up successfully for television broadcasting. This reveals the possibilities of a superior service perhaps as a satisfactory color system.

Unity of Action Needed

Further it means that the receivers in the hands of the public would have to be either converted, or most likely completely replaced. The case of the public at this time becomes most difficult to face even on paper. The broadcaster's circulation will become split and he will be facing the job of conducting two costly services just as the one might be beginning to show some reasonable progress.

There never has been an embryonic art or pursuit in which unity of action is more essential. The only hesitancy which the industry —broadcasters and manufacturers alike—can afford to tolerate must have its roots in technical limitations and prospects. If there are other differences, which will frustrate the movement forward as a phalanx, then the art becomes limited and public and industry suffer.

The engineering approach on a new product or a new service can only go so far. In the end it is the businessman who is faced with the task of making the venture commercially successful. Such a major responsibility in the scheme of things deserves a major voice in the establishment of the final specifications under which the businessman is willing to go ahead. In the case at hand, before you can pass judgment on whether or not to invest a greater portion of the company's resources in television you are obligated to have definite specifications in mind regarding criteria under which you are willing to go ahead. It is not difficult to surmise what these broad specifications have to be. They have to include:

1. As a broad overall industry policy, it is important to every phase of the industry and the public to have television go ahead as soon as possible and be as perfect as possible and in as good a color representation as possible when color eventually is developed commercially.

2. The service should have the strongest possible promise of never rendering the receivers in the hands of the public completely useless during a contemplated future technical transition in the industry.

3. The service must have indications of offering flexibility so that steady improvement can be made from year to year as the science develops.

4. The service should be conducted in regions of the radio spectrum where there is a possibility of obtaining enough band width to encompass color television as it becomes commercially practicable.

5. The receivers sold during the early stages of television service should be capable of receiving a black and white version of the color transmissions which are in mind for the future date, and when color receivers are made available regular black and white transmissions as well.

It would be difficult for anyone to be hesitant about going into television if the five broad specifications laid down above are met. The facts of the situation, as they are presented in the industry, are such that these broad specifications cannot be met. On the other hand, there seems to be much jockeying, political pressure, claims and counter-claims, and considerable hesitancy on the part of businessmen to go fully out for the industry. The main issues that offer awkward realization of the five specifications listed above are:

1. It is generally agreed that going ahead with the technical standards on the frequencies recommended by the industry's technical committee will provide a commercially successful television service at the earliest possible moment in reference to the present war situation.

2. There is also general recognition of the fact that, in terms of approximately five years, the higher frequencies will likely be found to provide means of conducting a satisfactory television service, thus opening the way for a practical color television system.

3. The higher frequencies will make it possible to conduct a higher definition black and white service in the order of over 700 lines, instead of 525.

4. The period of approximately four or five years seems to be the time recognized before a black figure can be realized in the operation of a television broadcasting business without consideration of return on the initial investment.

Offers Solution

This analysis has now arrived at the point of suggesting the way to adjust and interpret the four awkward issues above in such a way that they may be reconciled with the five necessary specifications for a successful industry, as laid down heretofore. The following moves, if taken by the industry, would reconcile the facts as they stand and the requirements as laid down in the specifications:

1. Establish the definition for black and white television as 525 lines, both on the color frequencies and on the higher frequencies. This is the first compromise.

2. Provide channels broad enough in the higher frequencies to accommodate 525-line color television. Establish the policy among receiver manufacturers that black and white receivers be capable of receiving a black and white version of color television and the future color receivers be capable of receiving black and white transmissions.

3. Manufacture receivers for the lower frequencies of black and white transmissions in a way that the tuning sections can be replaced with tuning sections capable of eventually receiving transmissions in the higher frequencies (or be adaptable for use with converters).

4. As an improvement, it should be realized throughout the industry that the higher frequencies "situation" breaks down into two main categories: that pertaining to getting a broadcasting service functioning on these frequencies (color or not), and that of developing a satisfactory color system. The first must be achieved before the second.

5. There is probably a year's time left before much can be done toward the manufacture of equipment; so why not do as much of the necessary research in the higher frequencies in the interim? There is equipment available to operate on high frequencies, while not necessarily immediately adaptable to television broadcasting. This equipment can be used to study the broadcasting service possibilities of the various frequencies. The industry, the military, and the FCC should offer encouragement and cooperation in such a study.

In reference to the dual black and white and color reception design for receivers naturally some compromises in transmission may be necessary for a while. There are those who may call the necessary compromises unsatisfactory, yet will acknowledge at the same time that black and white transmissions will always have a place for certain types of programs even after color is feasible.

Fluid Plans

Why not solve this parodox as set forth above? Then, besides clearing up engineering dilemma and cutting through some of the industry camouflage, the individual consumer could use his own judgment, and guided by his pocketbook could get the kind of television he preferred. Likewise broadcasters would be in a position to move flexibly as the situation warranted at the time. The broadcasting industry could flourish more rapidly, and the equipment manufacturers could have maximum protection against the very strong sales block which would be established if the public feels there is a chance of rapid obsolescence of their receivers.

With such a fluid plan, the destructive competition now existing in the industry would turn to constructive competition. The result would be better and better service with less and less need for the present conflict between factors in the industry.

BACK FROM nine months in the Pacific, where he did shootin' aplenty, the writer swings into his peacetime battle—television. He arrived in Washington a week ago, but kept abreast of things while island-hopping. For years "Nick" Kersta pounded pavements to interest advertisers, agencies and broadcasters in radio's new dimension. Engineer, editor, producer and salesman, he was "Mr. Television" to his erstwhile NBC associates. His firsts: first television time sold (Adam Hat, Bulova, P & G, Lever Bros., etc.) in 1941; first television consumer study, first rate card. Biography: New Jersey native; age 33; began television study at 16, while in high school; Bell Labs. research school, Georgia Tech, New York U., MIT—joined NBC 1932, aide to Lenox R. Lohr, president; manager, NBC television department, 1942. In Marine Corps Reserve for past 19 months; now at headquarters, on leave from NBC. The opinions or assertions continued herein are the private ones of the writer and are not to be construed as official or reflecting the views of the Marine Corps.

Cities Service Spots

CITIES SERVICE Co., New York (gas and oil), in February starts a spot radio test campaign on four eastern and four mid-west stations, using 30-second spots about ten times weekly. Firm continues *Highways in Melody* on 68 NBC stations Fri., 8-8:30 p.m. Agency is Foote, Cone & Belding, New York.

Ryan Calls for Anniversary Observance

Stations Urged to Build Programs Around Victory Theme

STATION MANAGERS last week were called upon by President J. Harold Ryan of the NAB to observe radio's 25th anniversary beginning on Jan. 1 "in a manner befitting the position of broadcasting in American public life."

In a special message to all broadcasters, Mr. Ryan called upon station managers to confer with department heads in planning a year-long anniversary observance. "We are not celebrating our anniversary, we are observing it in the midst of a tragic world conflict," said the NAB head. "We are observing the 25th anniversary of broadcasting for a specific wartime purpose—to give renewed and vigorous expression to the American principles which made this miracle of communication possible in the short space of 25 years."

Two-Fold Purpose

Mr. Ryan directed attention of broadcasters to two phases of the 1945 anniversary observance: (1) The story of a quarter century of broadcasting in America, (2) The story of your own station, how, why and when it came to the community it serves."

Networks were urged to build special New Year's Eve programs to start immediately after the stroke of midnight Dec. 31. Independents likewise were called upon to create special local programs.

"The story of radio is the chronical of American life and times during the past quarter century," said President Ryan. "Where radio has gone, what it has reported, the personalities and events it has brought to the people are the popular history of a great America era. The reenactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans. These anniversary broadcasts, as a basis for wartime messages, Bond drives and the general plea for a revitalized war effort, offer an opportunity for public service without parallel in the 25-year history of broadcasting."

Mr. Ryan suggested that all stations, at the stroke of midnight Dec. 31, usher in the new year with the anniversary slogan: "1945! Radio's 25th Anniversary! Pledged to Victory!" He suggested that each show be climaxed with radio's war theme, whether with drama, music of the times or a news parade. He urged special programs for New Year's Day and called for a nation-wide promotion campaign.

Newspaper and periodical advertising, direct mail, outdoor and all printed material scheduled for January and thereafter should "strike the 25th anniversary note, always with the dedication, 'Pledged to Victory'," said President Ryan. Broadcasters are asked to have the anniversary symbol reproduced in advertising and promotion. Radio set manufacturers have been invited to join broadcasting in the 25th anniversary observance.

Fair Offers Suggestions

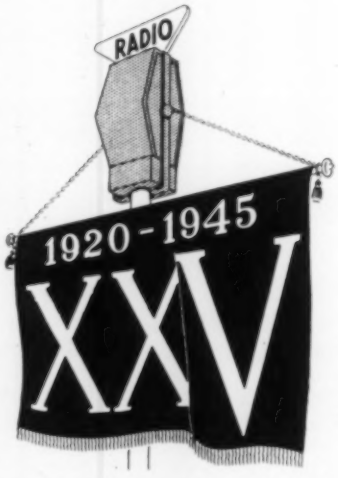
Harold Fair, program director of WHO Des Moines and chairman of the NAB Program Managers' Executive Committee, declared that radio's 25th anniversary "is a challenge to every program manager in America". He called upon program managers to "dig out' the history of their respective stations, and bring it to the fore. He suggested dramatization of radio's public service, parade of music, sports parade, summary of radio news reporting, recreation of special events, report on radio in emergencies, disasters, the war, etc., all on a 25-year basis.

Performers who made early-day history should be featured. Many of them still are in radio; others have gone to other fields or retired. If they can't appear personally, President Ryan suggested they send transcribed greetings to the stations where they started.

Throughout next year NAB will maintain an exchange of ideas through special 25th anniversary bulletins. Broadcasters are urged to use the musical signature "XXV", in the Continental code, in which X is dash dot dot dash and V is three dots and dash.

Lusk to Benton and Bowles

ROBERT E. LUSK, formerly a partner of Pedlar, Ryan & Lusk, New York and prior to that, vice-president in charge of advertising and merchandising of Colgate-Palmolive-Peet Co., Jersey City, on Dec. 15 will join Benton & Bowles, New York, as a vice-president and account executive.



THIS ILLUSTRATION, symbolizing radio's 25th anniversary, has been issued to broadcasters by the NAB. By employing the Roman XX for 20 and the V for 5, it combines the motif "V for Victory" with the message that American radio in 1945 celebrates a quarter-century of operation. Released simultaneously by NAB was a musical signature, based on the victory phrase from Beethoven's Fifth, but incorporating rhythmically the mood suggested by the double X.

Gum Products Expands

GUM PRODUCTS Inc., Boston, expanding distribution of Cough-Lins double action chewing gum cough drops, a new product, to cover the eastern region, on Jan. 1 starts Bill Cunningham on a locally sponsored basis on six MBS stations (WGN WHK WKRC CKLW WEBR WFBR) Sun., 2:30-2:45 p.m. Product will be promoted on sports events, news commentaries and other programs, including thrice-weekly sports reviews by Stan Lomax on WOR New York, on individual stations, in key cities, and in spots on WEEI WNAC. Agency is Bennett, Walther & Menadier, Boston.

TOP COMMUNICATIONS officers of the Army and Navy paying tribute to radio at the 25th anniversary dinner of RCA held in New York were (top l to r): Maj. Gen. Frank E. Stoner, Chief, Army Communications; Maj. Gen. James A. Code, Assistant Chief Signal Officer of the Army; Rear Adm. Joseph R. Redman, Director of Naval Communications; Brig. Gen. David Sarnoff, RCA president, attached to the Signal Corps; Maj. Gen. H. C. Ingles, Chief Signal Officer, U. S. Army. At left (l to r) are the "Three Musketeers of RCA", Brig. Gen. Sarnoff; Edward J. Nally, first RCA president; Owen D. Young, founder and first chairman of the RCA Board. Gen. Sarnoff, whose promotion from colonel was confirmed last week, was praised in a letter from President Roosevelt for his achievements.

Bannister Explains WWJ Disc Policy

Chicago Club Told of Plans To Avert Censorship

NOT PURITY and altruism, but a desire for bigger, better and more business inspired WWJ's ownership in banning all transcribed spot announcements from its schedule, Harry Bannister, manager of the Detroit outlet, told members of the Radio Management Club in Chicago last Wednesday.

Mr. Bannister notified all advertisers using transcribed spot announcements on WWJ that effective Feb. 1, 1945, only live copy announcements would be accepted [BROADCASTING, Nov. 27]. Explaining this unprecedented policy to the Management Club audience, which included timebuyers from most major Chicago advertising agencies, Mr. Bannister predicted that WWJ would dominate the Detroit market. "No one will be able to overlook us," he said.

Spot Evolution

Mr. Bannister based this prediction on audience reaction to the WWJ announcement, which he described as "overwhelmingly approving". Tracing the development of the spot announcement, he added: "Radio came out of the woods in 1926. Stations found it profitable to set aside announcement periods. Then came network chainbreaks, supplementing regular revenue. In about 1941, national advertising announcement business was discovered, and the national agencies undertook plans to highlight spot announcements—their own, of course."

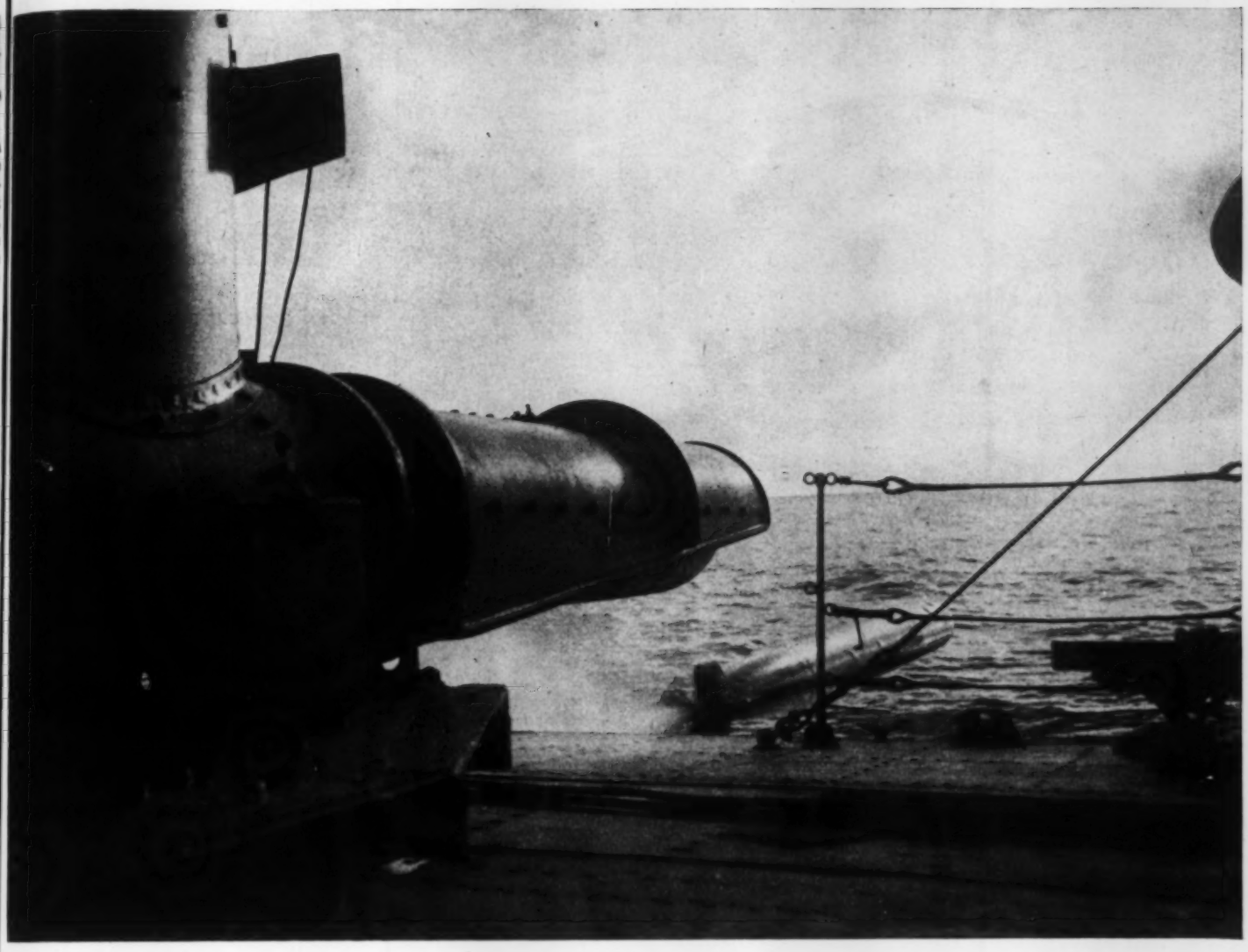
Out of this competitive situation grew transcribed spot announcements, first featuring straight copy, then sound effects and finally emerging as singing commercials.

"Stations could either take these or leave them," Mr. Bannister said. "Most stations chose to take them. I don't want any basic changes in the American system of broadcasting, and nothing remotely resembling the British plan. If we don't want outright government operation, we must ourselves impose censorship and controls sufficient to thwart those who are ever ready to pounce upon us. The history of spot announcements reflects no credit on any of us."

In an open discussion following his address, Mr. Bannister said that WWJ expects that about 15% of its dollar-volume will be canceled at the beginning of its new policy.

Sears Roebuck Spots

SEARS ROEBUCK & Co., Chicago, Dec. 2 began special one-minute, live Christmas spots to run until Dec. 25 on WMAQ WIND WLS WTMV WJPF WEBQ WKRO WLDS WAOV WBNS WMRN WHIZ WBOW WIZE WGBF. Agency is Roche Williams & Cleary, Chicago.



Fire One!

Radio and torpedoes have one thing in common. If they're aimed right . . . they hit the target.

If you've been firing a lot of sales talk into the Baltimore, Maryland air . . . but haven't connected the way you think you should . . . we suggest you switch to the radio station that goes straight to the target.

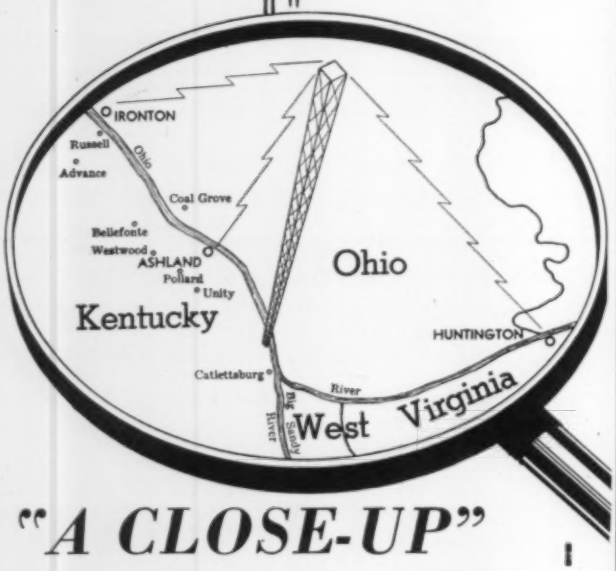
The station is W-I-T-H . . . the successful independent that delivers more sales results per dollar spent, than any other station in town.

But don't just take our word from this ad for it. There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country's 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



"A CLOSE-UP"

Of a Top Industrial Market . . . .THE TRI-STATE!

Please focus your "sales eye" for a minute or two on this rich industrial market which is composed of ASHLAND, KENTUCKY, HUNTINGTON, WEST VIRGINIA AND IRONTON, OHIO. A glance will show you that this is truly a compact market. A Tri-State buy at one cost. Yes, WCMI can send your sales message effectively and economically throughout the Tri-State area, where 228,500 people live within WCMI's primary coverage.

LOCAL ACCEPTANCE!

The many renewals which WCMI receives year after year from a comprehensive list of firms in Huntington, West Virginia, Ashland, Kentucky and Ironton, Ohio, spell one word—RESULTS!

WCMI

A NUNN STATION
Mutual Affiliate
L. D. Newman, Manager

—STUDIOS—
—Ashland, Kentucky
—Huntington, West Virginia

—NUNN STATIONS—
WCMI, Ashland, Ky. Huntington W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Schedule for NAB District Meetings Starts Jan. 15, Concludes March 22

THE 1945 cycle of NAB district meetings will get under way Jan. 15 and continue through March 22 in two separate time and geographical segments, according to a schedule approved last week by NAB President J. Harold Ryan.

Because of the NBC War Clinics in February [BROADCASTING, Dec. 4], it was necessary to revise the NAB schedule, leaving a gap between Feb. 16-March 5. It is tentatively planned to call a Board of Directors meeting and possibly a session of the Labor Executive Committee in Washington following the District 3 meeting in Pittsburgh Feb. 15-16.

Record Attendance Expected

With a wartime crop of radio management problems to be thrashed out and the newly approved Broadcast Measurement Bureau to be sold to stations at large, the district meetings are expected to draw record attendance. President Ryan plans to make the tour, Washington conditions permitting. C. E. Arney Jr., secretary-treasurer, also plans to be on hand for most of the swing. Lewis H. Avery, NAB Director of Broadcast Advertising, will attend all the meetings and plans are under way to have John Morgan Davis, NAB Labor Relations Counsel, appear at as many as possible. Yet to be named is an executive for BMB, whose task it will be to project the measurement bureau plan in detail to NAB members and nonmembers alike.

District directors, to take office at the next NAB annual meeting, tentatively scheduled for between April 15 and May 15, will be elected in eight of the nine odd-numbered districts. District directors are elected for two-year terms, with the even and odd-numbered districts voting in alternate years. One such election already has been held, with James D. Shouse, WLW Cincinnati, elected to succeed Nathan Lord, WAVE Louisville, for District 7 (Kentucky, Ohio).

Other district directors whose terms expire with the next annual meeting are District 1, Paul W. Morency, WTIC Hartford; District 3, Roy F. Thompson, WFBG Altoona; District 5, John C. Bell, WBRC Birmingham; District 9, Leslie C. Johnson, WHBF Rock Island; District 11, E. L. Hayek, KATE Albert Lea, Minn.; District 13, Hugh A. L. Halff, WOAI San Antonio; District 15, Arthur Westlund, KRE Berkeley, Cal.; District 17, Harry R. Spence, KXRO Aberdeen, Wash.

Tentative agenda for the sessions now is being prepared, with two-day meetings for each district. Combined meetings will be held in Kansas City of Districts 10 and 11 and in Chicago of Districts 8 and 9. Following is the complete schedule:

District	Place	Date
6	Memphis	Jan. 15-16
13	Dallas	Jan. 17-18
16	Los Angeles	Jan. 22-23
15	San Francisco	Jan. 25-26
17	Portland, Ore.	Jan. 29-30
14	Salt Lake City	Feb. 1-2
10-12	Kansas City	Feb. 7-8
11	Minneapolis	Feb. 12-13
3	Pittsburgh	Feb. 15-16
1	Boston	March 5-6
2	New York	March 8-9
5	Jacksonville, Fla.	March 12-13
4	Hot Springs, Va.	March 16-17
7	Cincinnati	March 19-20
8-9	Chicago	March 21-22

Muzak Expands Survey On Subscriber Reaction

SURVEY to determine consumer reaction to Muzak Corp.'s proposal to establish advertising-free subscription radio, conducted for the company by Dr. Paul Lazarsfeld, Director, Bureau of Applied Social Research, Columbia U, is nearing completion and results are expected to be known in a few weeks. Survey is far more extensive than Muzak's initial study [BROADCASTING, Oct. 16], which was limited to polling 110 families in a housing development then served by Muzak on whether they would pay five cents a day to get radio music without advertising, with 57% replying affirmatively.

In the current survey, conducted in New York among a selected cross-section group of people "who would be buying FM radios," Muzak's three-channel program service is summarized and the question asked: "Would you be willing to pay five cents a day?" for such service. Questionnaire used, also probed for reactions to present radio programs, with queries as to program likes and dislikes, with a view to using these findings in building Muzak programs.

KTUC Control to Butler

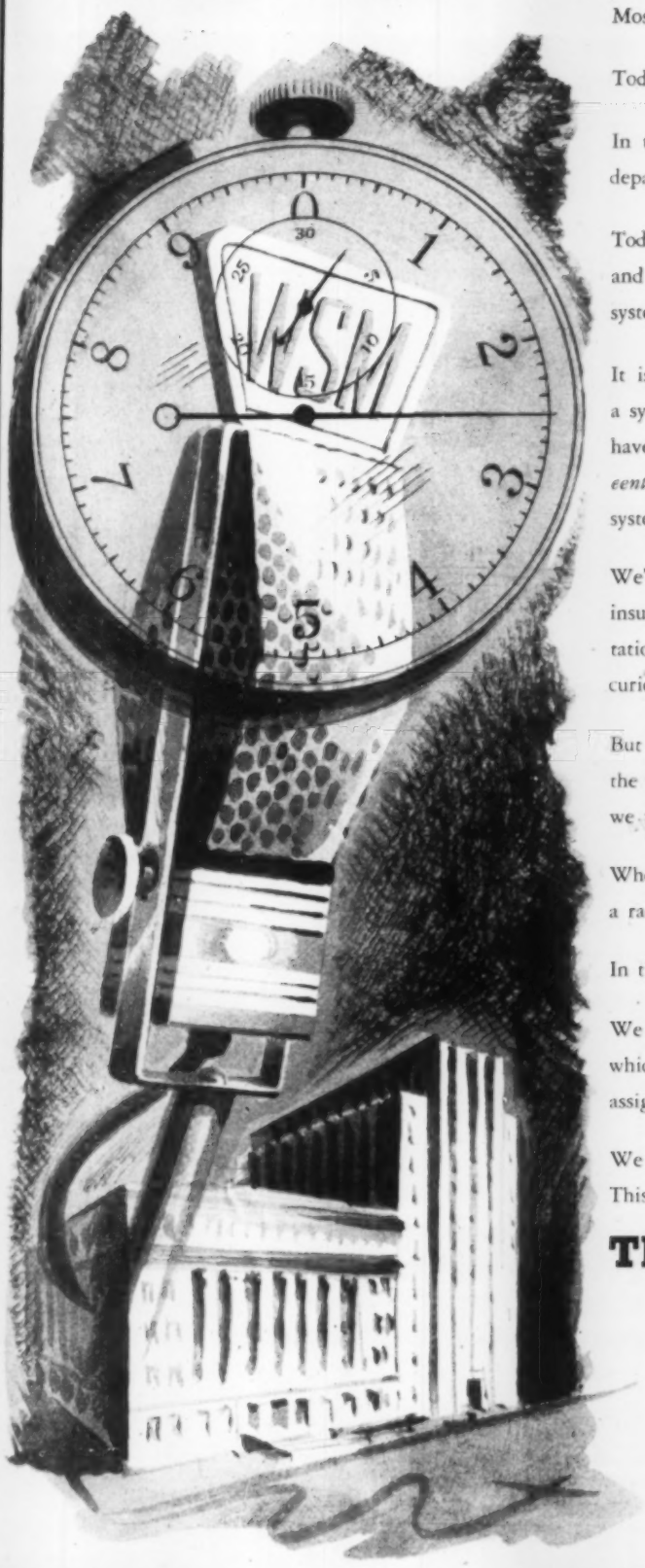
BURRIDGE D. BUTLER, operator of WLS Chicago and president of KTUC Tucson, Ariz., requests FCC approval of acquisition of control of the Tucson outlet through purchase of 23 shares treasury stock for $100 per share, in an application filed with the Commission last week on behalf of the Tucson Broadcasting Co., licensee of KTUC. Shares represent 7.6% of the outstanding stock. Mr. Butler now holds 138 shares representing 49.8% interest. Purpose of transaction is to reduce indebtedness of KTUC, says petition.

NAB Committees

THREE additional district chairmen for the NAB standing committees were announced last week. Paul Buenning, KOMA Oklahoma City and W. L. Gleeson, KPRO Riverside, Cal., were appointed to District 12 and 16 respectively of the Program Directors Committee. Robert D. Enoch, KTOK Oklahoma City, was named to District 12 of the Public Relations Committee.

CBS has redesignated division operations engineers in the eastern, central, and western divisions as managers of technical operations, the change in title covering Robert G. Thompson, New York; James J. Beloungy, Chicago, and Lester H. Bowman, Los Angeles. Announcement was made by Henry Grossman, newly named CBS director of technical operations.

In Our Time . . .



We go back to the days when few people in radio had ever seen a stop-watch. Most of us thought it was something needed only by race horse starters.

Today, radio lives and sometimes dies, with a stop-watch in its hand.

In the early twenties and thirties, time hung heavily on the hands of the sales department, and rather violently on the wrists of the production department.

Today, radio time is separated into program categories which have been developed and proven. Out of our trial and error period, we have developed the greatest radio system in the world.

It is great because one hundred thirty million Americans *want* to listen. It is a system, because the orderly assignment of facilities into stations and networks, have permitted their *competitive* development. It is improving, because the *incentive to improve* has not been denied it. This is what we call the American system of broadcasting.

We've come a long way from the screech of a cat's whisker set. The idea of an insurance institution, a newspaper, or a business man risking capital and reputation in such a noisy gadget was regarded in the twenties as the least bit curious.

But this diversity of venture, of ownership and operation, like the diversity of the people it serves, has made possible American radio as we know it today, as we will know it tomorrow.

When we began operations in 1925, we weren't especially equipped to operate a radio station, more than was anyone else at the time.

In the intervening years, we, like others, have learned how.

We have learned to serve the farmer and the country dweller with a radio service which can come to him through no means, other than through the clear channel assigned us for this purpose.

We have given him the right to listen; we have given him the right to be heard. This is the essence of American radio in our time.

This is WSM.

AIR CASTLE OF THE SOUTH

WSM

650 KILOCYCLES **NBC Affiliate**

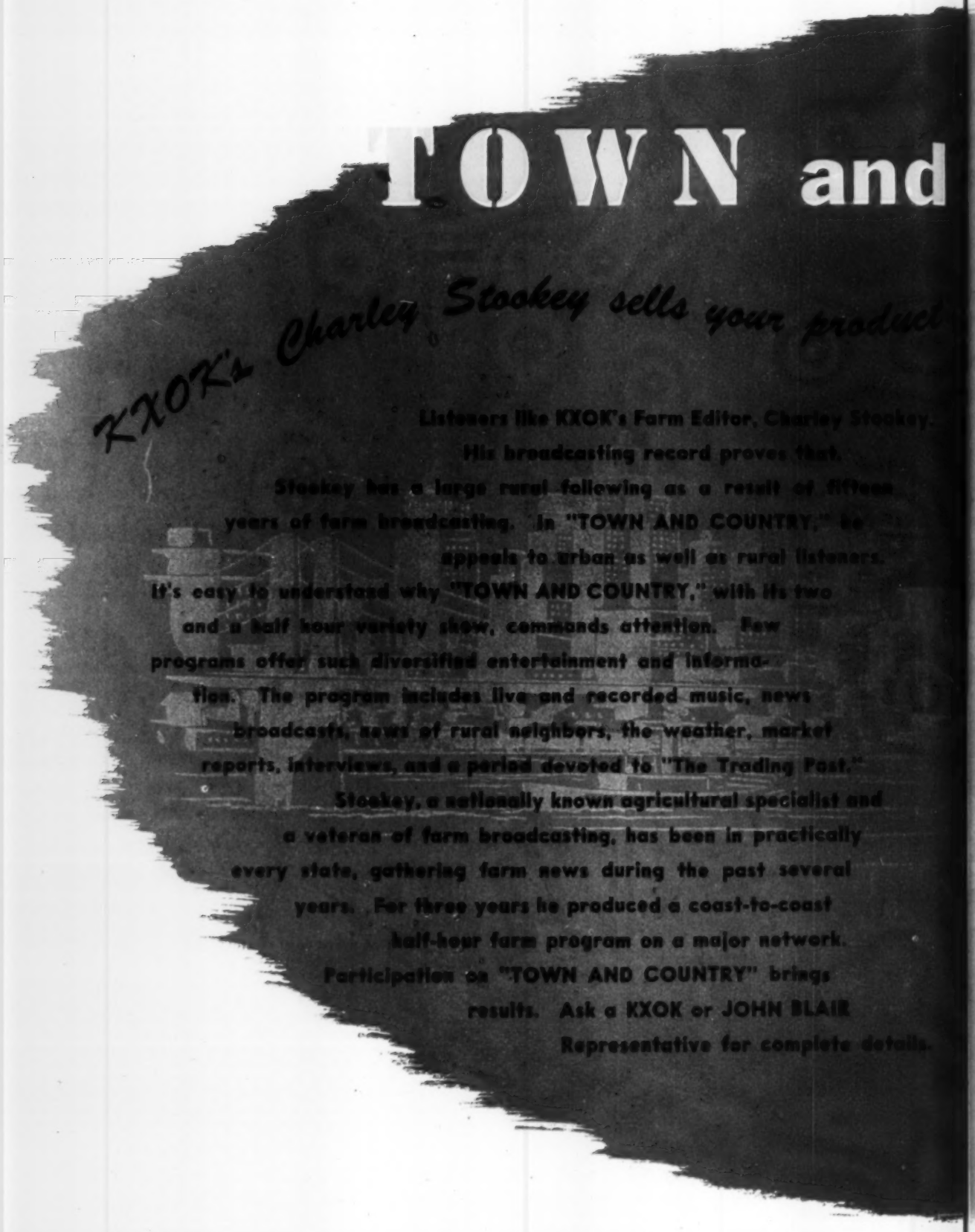
Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. **Nashville, Tenn.**

TOWN and

KXOK's Charley Stookey sells your product



Listeners like KXOK's Farm Editor, Charley Stookey. His broadcasting record proves that. Stookey has a large rural following as a result of fifteen years of farm broadcasting. In "TOWN AND COUNTRY," he appeals to urban as well as rural listeners. It's easy to understand why "TOWN AND COUNTRY," with its two and a half hour variety show, commands attention. Few programs offer such diversified entertainment and information. The program includes live and recorded music, news broadcasts, news of rural neighbors, the weather, market reports, interviews, and a period devoted to "The Trading Post." Stookey, a nationally known agricultural specialist and a veteran of farm broadcasting, has been in practically every state, gathering farm news during the past several years. For three years he produced a coast-to-coast half-hour farm program on a major network. Participation on "TOWN AND COUNTRY" brings results. Ask a KXOK or JOHN BLAIR Representative for complete details.

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NEW

COUNTRY

KXOK

SAINT LOUIS—1, MISSOURI

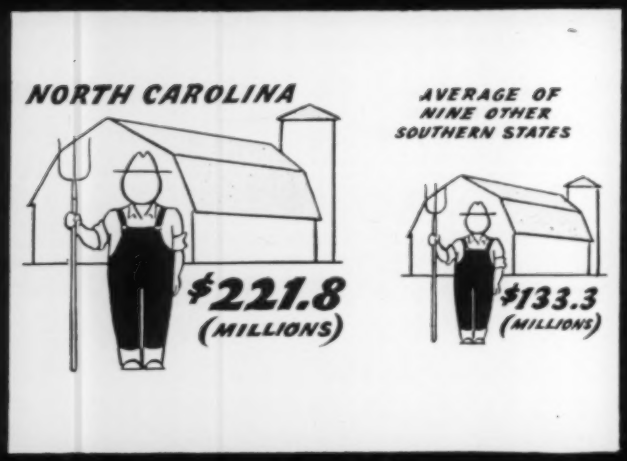
630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL STATE



WPTF
(CARRYING N.B.C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

OWI PACKET, WEEK JAN. 1

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 1 OWI transcriptions contains six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Car Pooling	X	--	--	--	--	--	--
Jan. 15 Taxes	X	--	--	--	--	--	--
V-Mail	X	--	--	--	--	--	--
Careless Talk	--	X	--	X	--	--	--
Planned Saving	--	X	--	X	--	--	--
War Bonds	--	--	X	--	X	--	--
Don't Travel	--	--	--	--	--	X	X

See OWI Schedule of War Message 141 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Hope Again Wins Top Comedian Award: Blue-CBS Chosen for Daytime Honors

BOB HOPE has been re-elected "Champion of Champions" for the fourth consecutive year, and he has again been chosen as the best comedian and his program as the best radio comedy in the ninth annual *Motion Picture Daily-Fame* poll. More than 600 newspaper radio editors, critics and columnists in the United States and Canada were canvassed for this year's poll to determine journalists' favorites in radio fare.

Last year's list of 34 classifications [BROADCASTING, Dec. 13, 1943] has been reduced to 25, the result of consolidation which has made competition much keener in some instances. Daytime serials dropped out of the picture completely with the merger of the serial and morning program categories into a single listing "Daytime Programs", with the Blue's two "Breakfast" programs and CBS' American School of the Air emerging as the sole winners.

Results in all classifications follow:

CHAMPION OF CHAMPIONS—Bob Hope (NBC), Bing Crosby (NBC), Lux Radio Theatre (CBS), Radio Hall of Fame (Blue), Jack Benny (NBC).

THE MOST PROMISING STAR OF TOMORROW—Alan Young (Blue), Jack Carson (CBS), Dick Brown (Mutual).

BEST NEWS SERVICE TO EDITORS IN NETWORK PUBLICITY DEPARTMENT NBC, CBS; best in publicity office, Earle Ferris, Tom Fizdale

COMEDIANS—Bob Hope (NBC), Jack Benny (NBC), Fred Allen (CBS—now guest appearances).

COMEDIENNES—Joan Davis (NBC), Fanny Brice (CBS), Gracie Allen (CBS).

COMEDY TEAMS—Fibber McGee and Molly (NBC), George Burns and Gracie Allen (CBS), Bud Abbott and Lou Costello (NBC).

MASTER OF CEREMONIES—Bing Crosby (NBC), Clifton Fadiman (NBC), Phil Baker (CBS).

FILM PLAYER ON AIR—Lionel Barrymore (CBS), Orson Welles (guest appearances), Herbert Marshall (guest appearances).

MALE VOCALIST (Popular)—Bing Crosby (NBC), Frank Sinatra (CBS), Dick Haymes (NBC).

FEMALE VOCALIST (Popular)—Dinah Shore (NBC), Ginny Simms (NBC), Kate Smith (CBS).

MALE VOCALIST (Classical)—John Charles Thomas (NBC), Richard Crooks (NBC), Nelson Eddy (CBS).

FEMALE VOCALIST (Classical)—Gladys Swarthout (CBS—now guest appearances), Lily Pons (guest appearances), Marian Anderson (guest appearances).

STUDIO ANNOUNCERS—Milton J. Cross (Blue), Don Wilson (NBC), Harry von Zell (NBC).

COMMENTATORS — Raymond Gram Swing (Blue), Lowell Thomas (NBC), H. V. Kaltenborn (NBC).

SPORTS ANNOUNCERS—Bill Stern (NBC), Ted Husing (CBS), Harry Wismer (Blue).

SYMPHONIC CONDUCTORS—Arturo Toscanini (NBC), Serge Koussevitzki (Blue), Artur Rodzinski (CBS).

SYMPHONIC ORCHESTRAS — New York Philharmonic Symphony (CBS), Boston Symphony (Blue), NBC Symphony (NBC).

DANCE BANDS—Guy Lombardo (Blue), Harry James (CBS), Tommy Dorsey (NBC).

DAYTIME PROGRAMS—Breakfast at Sardi's (Blue), Breakfast Club (Blue), American School of the Air (CBS).

DRAMATIC PROGRAMS—Lux Radio Theatre (CBS), Screen Guild Players (CBS), Cavalcade of America (NBC).

PROGRAMS FOR CHILDREN—Let's Pretend (CBS), Lone Ranger (Blue), American School of the Air (CBS).

MUSICAL SHOWS—Pause That Refreshes on the Air (CBS), The Fred Waring Program (Blue), The Telephone Hour (NBC).

COMEDY SHOWS—Bob Hope (NBC), Jack Benny (NBC), Ed Gardner (NBC).

QUIZ SHOWS—Information Please (NBC), Take It or Leave It (CBS), Dr. I. Q. (NBC).

WAR PROGRAMS—The Army Hour (NBC), Words At War (NBC), Men Your Navy (Blue).

BEST NEWS JOB BY RADIO IN 1944—Network—Columbia Broadcasting System; Individual—George Hicks, Blue Network, for D-Day Coverage from the invasion beachhead.

Religious Discs

HEBREW Evangelization Society, Los Angeles (religious), in a revision of schedule, on Jan. 1 starts for 52 weeks, sponsoring the weekly quarter-hour transcribed *Hebrew-Christian Hour* on WKST Newcastle, WCED Duboise, WERC Erie, WBAR Bangor. Weekly transcribed half and quarter-hour versions are also used on WHNU WELL WGES KHSL WCPO WFIN WSAR KMMJ WIBU WJAG KOCY WPEN KXL WRJN KTRI KSAN KFNF KFIO KVI KWLM. Tom Westwood Adv., Los Angeles, has the account.

New Magazine

DEVOTED to radio amateurs and experimenters, *CQ*, a technical monthly, will be published starting the first of the year by Radio Magazines Inc., New York. Paper restrictions will limit the magazine's circulation to 10,000 monthly at the outset. Practically all available advertising space already has been contracted for, it was announced.

WHY PORTLAND, OREGON PEOPLE PREFER KGW

CITY COMMISSIONER WILLIAM A. BOWES

Virginia Cain and Lillian Markkanen of the KGW staff at work on the scrap-books that contain samples of one month's KGW promotion, national and local. Below, tiny Beth DeLaschmitt and Joan Olson, the youngest performers on "Stars of Tomorrow", the KGW program that gives talented Portland youngsters their first opportunity at the microphone, examine the scrap-book.

SAYS . . . "Portland has been planning for the future, and we are confident of extending the big gains of wartime prosperity into the post-war period. Carrying the news of Portland's business and civic enterprise to the rest of the country is a large factor in any future plan. As I see it, the attractive scrap-books that KGW is sending to New York City carry a real message—telling the East what can be done in our City of Roses."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

PIGS IS PIGS!

Oh yeah? Well, don't try to tell that to Iowa farmers who raise more pigs than anyone else in the world. You might just as well tell them to dress in top-hat, cane and gloves like the farmer illustrated above!

Come to think of it, this must be what some of the self-styled "farm editors" out here really think a farmer looks like! With their nightclub gags and jive records they are about as far off the beam as it's possible to get.

But that's O.K. with us. It simply proves that KMA, the No. 1 Farm Station, more than ever is your logical buy to reach the farm market. KMA has always made a specialty of the farmer—doesn't have one, but *many*, important farm programs every day—has long pulled *twice* as much audience mail as its highest-ranking competitor!

Rural people make 80% of this No. 1 Farm Market. Ergo—reach and sell that 80% most effectively through KMA. Now don't be too late, please. Call Free & Peters today, won't you?

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

TBA CONVENTION DELEGATES

LIST of delegates registered for the First Annual Conference of the Television Broadcasters Assn. at the Hotel Commodore, New York, Dec. 11-12, follows:

Abel, Jeffrey A. Henry J. Kaufman Adv. Agency.
Abramovich, M. Electronics Service & Supply.
Ackerman, Harry Young & Rubicam.
Acton, H. W. Co.
Adams, Ernest L. WHIO.
Adams, L. Herman Boston.
Adler, Ben Blue Network.
Albin, Fred G. RCA Victor Div.
Alexandroff, Norman Columbia College.
Alicoaty, Charles A. Advance Television Picture Serv.
Allen, J. M. Bristol-Myers Co.
Allen, John R. Assn. of National Advertisers.
Allen, Shannon Radio-Television Section, Dept. of Interior.
Alley, Paul NBC.
Anton, Evan J. Fotosound Studios.
Arbid, Solita R. H. Macy & Co.
Arnson, Ludwig Radio Receptor Co.
Fabe, Chester B. Film Daily.
Balaban, John Balaban & Katz Corp.
Baltimore, A. C. WBRE
Baltimore, L G WBRE
Barnett, W. N. Philco Distributors.
Bender, Irene Associated Merchandising Corp.
Bennett, Martin F. Warner Bros. Theatres.
Bentley, S. Emory WNBH.
Berk, S. Bernard WAKR
Berkeley, K. H. WMAL.
Bettinger, Hoyland General Electric Co.
Bingley, F. J. Philco Distributors.
Bliven, Harry Bay State Film Prod.
Bloom, Aaron S. Kasper-Gordon Studios.
Bockovah, L. F. Western Electric Co.
Bogdanowicz, Mitchell J. Cinetronics Corp.
Boise, E. National Union Radio Corp.
Bowditch, F. T. National Carbon Co.
Bown, Ralph Bell Telephone Labs.
Boyer, M. R., E. I. du Pont, Photo Products Dept
Boyle, H. G. North American Philips Co.
Boynton, Stanley G. National Radio Advertising.
Bradbury, H. D. RCA.
Bramley, Dr. A. National Union Radio Corp.
Branch, Ray Allied Theatres of Mich.
Bremer, Frank V. Bremer Broadcasting Corp.
Brennen, Charles W. Wage Inc.
Briggs, M. R. Westinghouse.
Brociner, Victor Philharmonic Radio Corp.
Brolly, Arch Balaban & Katz Corp.
Brown, J. E. Zenith Radio Corp.
Bryant, S. W. Jr. March of Time Cinema.
Bub, Garry Stewart-Jordon Co.
Burke, Harold C. WBAL.
Burlingame, Bruce O. Burlingame Assn.
Buttner, H. H. Federal Telephone & Radio Corp.
Cabot, Harold & Co.
Cahill, Frank E. Jr. Warner Bros. Pictures.
Callahan, T. J. W. L. Douglas Shoe Co.
Campbell, Chesser M. WGN.
Campbell, Mary E. Conde Nast Publications.
Carlton, Leonard WLIB.
Carpenter, H. K. WHK.
Carson, Helen Balaban & Katz Corp.
Carter, Hervey WMUR.
Case, Winslow H. Campbell-Ewald Co.
Cates, Gordon Young & Rubicam.
Chamberlain, Paul L. General Electric Co., Schenectady.
Chandler, Vincent WMUR.
Church, Arthur B. KMBC.
Church, Kenneth W. WKRC.
Clapp, Roy A. Film Productions Co.
Cocker, Henry N. WTEL.
Colling, Ernest NBC.
Collins, Donald W. Warner Bros. Theatres.
Conto, Armanda Raytheon Mfg. Co.
Cooley, Leland F. Ruthrauff & Ryan.
Coon, Richard E. Speidel Newspapers.
Cooper, Wyllis Compton Adv. Co.
Copps, Joe Steve Hannagan.
Cowgill, Harold G. Segal, Smith & Hennessey.
Croghan, Arthur H. WJBK.
Craig, Palmer Philco Distributors.
Crans, Richard WGNY.
David, William R. Sr. General Electric Co.
Davis, Don WHB.
Day, Douglas Buchanan & Co.
Delaney, C. Glover Hartford Times.
Dengler, Herbert F. Radio-Television- Section, Dept. of Interior.
Dezendorf, Burton
Diamond, Sampson Diamond Sales Corp.
Dichter, Morris Cinetronics Corp.
diDonato, Jose E. Compton Adv. Co.
Donley, H. B. Westinghouse E & M Co.
Doolittle, Franklin M. WDRC.
Dubinin, Alexi V. Govt. Purchasing Commission of Soviet Union.
Eagen, J. Stewart Simpson. Optical Mfg. Co.
Ecker, Elmo Campbell-Ewald.
Eudy, Com. W. C. Balaban & Katz Corp.
Elbroch, Rae Franklin Bruck Adv.
Emery, Bob WOR.
Emmert, Mert WEAF.
Ernst, Gale. Bernays, Falk & Eisner.
Evans, R. S. General Screen.
Falk, Edwin A. N. Y.
Fay, William Stromberg-Carlson Co.
Fidler, Fred H. Cine-Television Studios.
Finkle, A. M. Joseph Maxfield Co.
Finney, Barney R. H. Macy & Co.
Fischer, F. W. Westinghouse.
Fisher, Avery R. Philharmonic Radio Corp.
Flory, John Grant, Flory & Williams.
Forbes, William E. Young & Rubicam.
Ford, C. D. E. I. duPont deNemours & Co.
Foster, A. E. Ruthrauff & Ryan.
Fraim, Joseph Raytheon Mfg. Co.
Frank, Jr., James National Simplex Bludworth.
Frank, Yasha Cine-Television Studios.
Frazier, Howard S. NAB.
Freedman, A. DeLuxe Labs.
Frishling, Nat Stuart Machine & Tool Co.
Fuller, R. B. Loucks & Norling & Cox & Fuller.
Gaines, Harlow D. General Precision Equipment Corp.
Gamerov, Irving J. Stuart Machine & Tool Co.
Gardner, Kenneth J. WHAM-WHFM.
Gates, Howard A. Warwick Mfg. Corp.
Genock, E. P. Paramount News.
Gibson, Henry Clay Springer Pictures.
Gibson, Robert L. General Electric Co.
Gilbert, Lester H. WNBF.
Gimbel, Jr., Benedict WIP.
Girard, E. J. Federal Telephone & Radio Corp.
Gladden, George J. Walter Thompson.
Godfsky, Elias WLIB.
Gostyn, Ernest F. W. Sickles Co.
Graf, Herbert NBC.
Grebe, August W. WBAX.
Greenbaum, Walter J. Federal Telephone & Radio Corp.
Grimson, S. B. Color Research Corp.
Hackett, Cecil H. Abbott Kimball Co.
Hall, Ernest L. Pilot Radio Corp.
Halpern, David H. Henry Souvaine Inc.
Hammer Advertising Agency Hartford.
Hammond, Lawrence Committee for Economic Development.
Harcher, A. National Union Radio Corp.
Harmon, Ralph N. Westinghouse.
Hatch, Jr., Arthur J. Strong Electric Corp.
Hawkinson, F. G. Remler Co.
Hayes, E. A. Hughes Productions.
Hector, Dr. L. G. National Union Radio Corp.
Heibel, J. D. Erie Register Corp.
Hennessey, P. J. Jr. Segal, Smith & Hennessey.
Herr, Bob Philco Distributors.
Herr, Ted Philco Distributors.
Hertz, Pierre Bell Telephone Labs.
Herzog, L. W. WTMJ.
Hibbs, E. Douglas WTEL.
Hill, E. E. WTAG.
Hobbs, Marvin E. H. Scott Radio Labs.
Hoge, John U. S. Television Mfg. Corp.
Hogg, J. E. Television Equipment Sales, General Electric Co.
Hopkins, James F. WJBK.
Hopwood, A. Philco Distributors.
Howard, Hampton W. Instructional Films.
Howard, William H. R. H. Macy & Co.
Hubbell, Richard Crosley Corp.
Hughes, Wallace M. Barlow Adv. Agency.
Hull, Earl C. WHLB.
Humphrey, Henry B. H. B. Humphrey Co.
Hutchinson Adv. Co.
Hyndman, Donald E. Eastman Kodak Co.
Jackson, Robert C. American Assn. of Adv. Agencies.
Jackson, Robert C. American Assn. of Adv. Agencies.
Jammer, J. S. Federal Telephone & Radio Corp.
Jansky, C. M. Jansky & Bailey.
Jensen, Axel G. Bell Telephone Labs.
Joffe, Constantin WRC.
Johnson, J. L. Westinghouse.
Jones, Lt. Col. C. R. Wortman, Barton & Goold.
Jones, Martin Vanderbilt Theatre.
Jonker, William E. Western Electric Co.
Joy, David B. National Carbon Co.
Jurin, M. I. Franklin Bruck Adv.
Kahn, Morton B. Transmitter Equipment Mfg. Co.
Kasper, Edwin H. Kasper-Gordon Studios.
Katz, Frank Mahool Adv. Agency.
Kaye, Gerald O. Bruno-New York.
Keith, C. L. Western Electric Co.
Keller, F. General Time Instruments Corp.
Kelley, George F. Jr. WCSH-WLBZ.
Kelly, Ray NBC.

(Continued on Page 26)

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

(*Continued From Page 24*)

Kennelly, Ed New York Post.
Kerkow, Herbert
King, A. Lewis A. Lewis King, Radio Adv.
Kleinman, Carles H. American Television Society.
Knapp, C. N. National Film.
Knight, Earle. Chicago Transformer. Div., Essex Wire Corp.
Knight, Paul Philco Distributors.
Knotts, Warren Raytheon Mfg. Co.
Knox, Gordon Princeton Film Center.
Kolisch, Paul Rauland Corp.
Koster, H. William WAAB.
Krelstein, H. R. WMPS.
Kulesza, Chester W. BBDO.
Labin, E. Federal Telephone & Radio Corp.
Lack, Frederick R. Western Eelctric Co.
Lamb, Hal S. KYW.
Laney, H. Leach Editor & Publisher.
Lang, Joseph WIBG.
Langley, R. H. Hazeltine Electronics Corp.
Larsen, Paul J. Society of Motion Picture Engineers.
Larson, G. C. Hazeltine Electronics Corp.
Laub, J. H. Ph. D.
Laux, John WSTV.
Lawrence, Craig WHOM.
Leaman, James Cine-Television Studios.
Lee, Rohama Cine-Television Studios.
Leder, Herb Benton & Bowles.
Leedom, F. Benson LaPorte & Austin.
Leonard, A. A. North American Philips Co.
LeRoy, Doris Cine-Television Studios.
Levine, Jack Stuart Machine & Tool Co.
Levinson, H. Y. WCAR.
Lewis, Geo. Federal Telephone & Radio Corp.
Lightcap, M. W. North American Phillips Co.
Long, Frederick A. BBDO.
Loughlin, B. D. Hazeltine Electronics Corp.
Loveman, E. B. Philco Distributors.
Luckenbill, Thomas D. William Esty & Co.
Ludy, Ben WIBW.
Lytle, A. Y. AETNA Life Affiliated Companies.
McClung, Mary New York Post.
McClure, Don N. W. Ayer & Son.
McFerran, Doris Macfadden Publications.
McKee, W. L. WIBW.
McKenzie, E. T. WJBK.
McLean, James D. General Electric Co., Schenectady.
McMillan, G. S. Bristol-Myers Co.
McMinn, S. P. Radio & Television Retailing.
McNaught, Margaret Peel Sales Engineering Co.
Macdonald, A. S. Westinghouse.
MacFarland, F. R. AT&T.
MacGregor, Kenneth William Esty & Co.
MacWilliams, Thomas J. Smith, Taylor & Jenkins.
Mafash, William G. National Theatre Supply Co.
Malinoski, J. Philco Distributors.
Mallison, Clare WRC.
Mang, Laura B. Moser & Cotins.
Manilla, James N. Compton Adv. Co.
Mapes, H. P. Philco Distributors.
Marcy, R. J. Guardian Electric Mfg. Co.
Marquardt, K. G. WIBW.
Marshall, Armina Theatre Guild.
Marsten, Jesse International Resistance Co.
Martin, S. R. Newsreel Theatres.
Martinek, Anthony McKay Research Labs.
Martini, R. Gardner Adv. Co.
Marty, Joe Radio News.
Marx, Frank Blue Network.
Mason, Curtis W. KFI.
Mastin, Cecil D. WNBF.
Mayo, Philip R.
Merkle, Walter Philco Distributors.
Mersereau, Don M. Film Daily.
Miles, Dr. Lester F. Maxon Inc.
Miller, Dave Philco Distributors.
Mills, Gordon E. Arthur Kudner Inc.
Milne, G. O. Blue Network.
Montague, Henry B. U. S. Army Motion Picture Serv.
Moody, Robert H. WHIO.
Moore, Bob Philco Distributors.
Morgan, Reggie Ruthrauff & Ryan.
Morris, H. S. Altic Service Corp.
Moulic, W. E. Radio & Television Retailing.
Mowrey, Paul Blue Network.
Musselman, B. Bryan WSAN.
Musselman, Ruel H. WSAN.
Myer, Dwight A. Westinghouse Radio Stations.
Nagel, E. A. General Screen.
Neely, Frank H. Rich's InIc.
Neff, Russell E. Knox Reeves Adv.
Nelson, F. P. Westinghouse Radio Stations.
Nelson, Raymond E. Charles M. Storm Co.
Nelson, Wayne E. WEGO.
Nevins, D. L. Corning Glass Works.
Noel, S. Q. Universal Television System.
Norman, Hugh R. WNBH.
Norris, S. Amperex Electronic Corp.
Norton, Frank R. Curtiss-Wright Corp.
Novick, S. J. Electronic Corp. of America.
Oguen, William B. Cine-Television Studios.
Oschmann, A. W. WARM.
Oxer, Jack Philco Distributors.
Oxford, Ronald C. NBC.
Paiste, Henry Philco Distributors.
Patton, J. J. Altec Service Corp.
Pestrecov, Dr. K. Bausch & Lomb Optical Co.
Phillips, C. F. WFBL.
Phillips, Willis Raytheon Mfg. Co.
Pierson, E. F. Vendo Co.
Pierson, Joseph Raytheon Mfg. Co.
Pitt, Courtney Philco Distributors.
Platt, Murray Raytheon Mfg. Co.
Poole, R. E. Bell Telephone Labs.
Ports, E. G. Federal Telephone & Radio Corp.
Powell, Ralph C. Presto Recording Corp.
Powers, Haven M. LeLand Powers School.
Pozgay, Stephen J. General Electric Co.
Preisman, Albert Capitol Radio Engineering Institute.
Prell, John F. KOWH.
Price, Sherman Filmedia Corp.
Priest, C. A. General Electric Co.
Pryor, Arthur Jr. BBDO.
Purcell, W. J. General Electric Co.
Quad, John K. Home News Publishing Co.
Racine, Lawrence S. Chicago Transformer Div., Essex Wire Corp.
Rasmussen, J. H. Crosley Corp.
Ratnkamp, Herman Wortman, Barton & Gould.
Rauland, E. N. Rauland Corp.
Reinee, Ted Philco Distributors.
Reoch, Alex E. RKO Television Corp.
Rickenbach, Paul A. Foote, Cone & Belding .
Rhea, Henry E. RCA Victor.
Rhinow, A. W. Federal Telephone & Radio Corp.
Richards, E. V. Paramount-Richards Theatres.
Rietzke, E. H. Capitol Radio Engineering Institute.
Rines, William H. WCSH-WLBZ.
Roberts, William A.
Robertson, I. B. Yankee Network.
Robinson, J. E. Spencer Lens Co.
Robinson, Ray Philco Distributors.
Rockwell, R. J. Crosley Corp.
Roger, Henry Rolab Labs.
Rollinson, Reg Cine-Television Studios.
Rosehaus, I. R. Bremer Broadcasting Corp.
Rosen, Harry New York Post.
Rowan, B. J. WRGB General Electric Co.
Rutman, Lawrence United Feature Syndicates.
Sagall, S. Pan American Television Corp.
Salt, John British Broadcasting Corp.
Scarr, Henry F. Western Electric Co.
Schaefer, H. W. Westinghouse E & M Co.
Schloss, Pete Blue Network.
Schmidt, C. E.
Schmidt, Harry A. International Resistance Co.
Schmitt, F. Edwin Chicago Transormer Div., Essex Wire Corp.
Schoder, Erich G. Circle Film Labs.
Schwab, Lawrence J. Walter Thompson.
Schwennesen, Donald Chicago Transformer D v., Essex Wire Corp.
Shaw, George S. Maguire Industries.
Seiden, Joseph Cinetronics Corp.
Shepard, John Yankee Network.
Seitz, Frank A. WFAS.
Shane, Irwin A. Television Workshop.
Shears, Harold Espey Mfg. Co.
Shelby, Robert E. NBC.
Sherman, Jr., Lawrence Caravel Films.
Shortt, Hubert L. Airadio Inc.
Shumberger, J. C. Sr. WSAN.
Sigmund, William F. Henry J. Kaufman Adv. Agency.
Singer, Charles H.
Slesinger, Stephen Stephen Slesinger, Inc.
Smith, Carleton D. WRC.
Smith, D. B. Philco Distributors.
Smith, Edward G. General Mills.
Smith, Gail Procter & Gamble.
Smith, George S. Segal, Smith & Hennessey.
Smith, J. Porter WGRC.
Smith, N. F. Philco Distributors.
Sobol, Edward NBC.
Solomon, Irwin W. E. L. Brown Adv.
Southwell, John Young & Rubicam.
Spain, Joe M. Packard Ball Co.
Speilman, S. E. Philco Distributors.
Spence, John L. Spence Engineers Products.
Sponable, Earl I. Twentieth Century-Fox Films Corp.
Sprague, Barbara R. Yankee Network.
Sprague, Robert Raytheon Mfg. Co.
Stanton, Carl M. Dancer-Fitzgerald-Sample.
Stellner, W. H. Galvin Mfg. Corp.
Stenger, John H. Jr. WBAX.
Stetson, Albert Eden Theatre Co.
Stevenson, Howard R. Detroit Edison Co.
Storer, Douglas F. General Amusement Corp.
Storm, A. E. Charles M. Storm Co.
Stowell, Thomas C. New York State Dept. of Health.
Strauss, Irving Bruno-New York.
Streibert, T. C. WOR.
Strong, Jay New York.
Tannenbaum, Louis R. H. Macy & Co.
Taylor, G. L. KMBC.

(*Continued on Page 28*)

Resources for Industry

A constant flow of spendable wealth comes from industrial activity in this tri-state area. For here are the materials and resources in sufficient quantities to support not one but many industries. Petroleum and natural gas coupled with lumber mills, iron and steel foundries, glass and chemical plants have long yielded substantial and steady incomes to thousands. Now adding to the wealth of this region are ordnance and munition plants and butadiene refineries. Plan now to include this prosperous market in your sales program. Cover it completely and effectively with 50,000-watt KWKH.

KWKH

The Shreveport Times Station

SHREVEPORT, LOUISIANA

CBS ★ 50,000 WATTS

Represented by The Branham Co.

If YOUR SALES STORY SHOULD REACH The World's Richest Farmer USE WOW

WOW COVERS 306 OF THE WORLD'S RICHEST FARMING COUNTIES

Circles Above Denote
½ Millivolt Contours of WOW and KODY

Some of the Regular Farm Accounts on WOW

NAME	A REGULAR WOW ADVERTISER SINCE:
Omar	April, 1934
Skelly Oil	October, 1934
Paxton & Gallagher	July, 1935
People's Store	September, 1935
Standard Oil Co.	September, 1935
Studebaker	November, 1935
Kellogg Feed	October, 1936
Pinex	May, 1937
Gooch Milling	January, 1938
Cook Paint & Varnish	March, 1938
Byron Reed—Farm Real Estate	January, 1939
Yager Seed & Nursery	January, 1939
Iowa Master Breeders	February, 1939
Fair Store—Work Clothes	January, 1940
Cornhusker Hybrid	July, 1940
Carey Salt	September, 1940
Robinson Seed	September, 1940
Nutrena Mills	October, 1940
Parker's Store	December, 1940
Hulman Clabber Girl	March, 1941
A. E. Staley	May, 1941
Marlin Firearms	August, 1941
Douglas County Fair	September, 1941
Nebraska State Fair	September, 1941
Mid-Continent Oil	November, 1941
Morton Smoke Salt	October, 1942
Staley Milling Co.	October, 1942
Flex-O-Glass	August, 1943
Prest-O-Lite	May, 1944
Gland-O-Lac	July, 1944
Pollock Overalls	July, 1944
Crow's Hybrid Corn	August, 1944
Chimney Sweep	October, 1944

Note: Since most farm accounts are seasonable, all of the above do not use radio continuously, but all of them have used WOW at some time during each year.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

(*Continued From Page 26*)

Thayer, Edwin F. Tide.
Thoman, Clarence Philco Distributors.
Thomas, Eugene S. WOR.
Thompson, M. L. Philco Distributors.
Thron, Blair K. WFPG.
Toalson, M. K. Atlanta Journal Co.
Tobey, William Abraham & Strauss.
Trukenbrod, W. K. Montgomery Ward & Co.
Turner, Donald L. Altec Service Corp.
Upton, Elmer C. Balanban & Katz Corp.
Uskali, William Jam Handy Organization.
Valence, William Stuart Machine & Tool Co.
VanTubergen, E. D. Federal Telephone & Radio Corp.
Vickers, Mr. John H. National Film.
Vogel, Ernest H. Farnsworth Television & Radio Corp.
Wadsworth, Ralph K. Wadsworth & Waller.
Waller, Fred.
Ward, Alan Arthur Kudner Inc.
Ward, S. I. Crystal Research Labs.
Waters, Norman D. Norman D. Waters & Assn.
Watters, M. C. Scripps-Howard.
Weatherly, Tom J. Walter Thompson
Weil, Paul S. Bryan Davis Pub. Co.
Weil, Ralph N. WOV.
Weintz, Jacob F. Tide.
Weiss, Lewis Allen Don Lee Broadcasting System.
Welman, Victor A. Cleveland Moving Picture Operators.
Westerman, H. Willard Pictures.
Whitney, Will A. Jay Emanuel Publications.
Wickre, Paul D. Capitol Radio Engineering Institute.
Widlund, Donald E. Jam Handy Organization.
Wilkie, David A. NBC.
Willets, H. N. Western Electric Co.
Williams, C. H. Cowles Magazines.
Williams, J. T. NBC.
Williams, Nathan Oshkosh, Wis.
Williford, E. A. National Carbon Co.
Wilmotte, Raymond M. Washington.
Wisleder, Dean E. Westinghouse E & M Co.
Withe, S. F. AETNA Life Affiliated Companies.
Woodin, M. L. Stuart Machine & Tool Co.
Woodworth, S. W. WFBL.
Wortman, E. B. M. Wortman, Barton & Goold.

Drug Co. Shifts

M. J. BREITENBACH Co., New York, through its recently appointed agency Roche, Williams & Cleary, Dec. 4 started *Answer Man* thrice-weekly for 52 weeks on WOR New York for Gude's Pepto-Mangan, having shifted over from news on the same station. Current schedule includes programs and participations on WPEN Philadelphia and WGY Schenectady, both launched in October.

Joins Research Staff

CWO JOSEPH E. McCORMACK, USNR, who has been stationed at the radio section, Office of Public Relations, Navy Dept., as assistant engineer, has been assigned to the Naval Research Laboratory at Anacostia, D. C., in the engineering department. Mr. McCormack was formerly assistant radio materiel officer of the 10th Naval District at San Juan, Puerto Rico. He installed the Navy radio station at Curacao, Netherlands West Indies. Before entering the Navy, Mr. McCormack was with WLAP Lexington, Ky.; WFTL Fort Lauderdale; WJBY Gadsden, Ala.; WMFD Wilmington, N. C., and for a year was engineer with the National Defense Operation of the FCC in Atlanta.

Mr. McCormack

CAB TO GIVE SPOT NATIONAL RATINGS

NATIONAL ratings on spot as well as network programs will be provided by the Cooperative Analysis of Broadcasting beginning with its November-December 81-city report, the CAB reported last week, announcing that "this will be the first time in the history of national spot radio advertising that nationwide spot program schedules will receive a regular network standard of research service."

Coverage of 81 cities, giving a cross section of all cities of 50,000 or more population, makes this spot rating service possible, the CAB stated, adding that in addition to its twice-monthly program rating reports, Brand Identification and Composition of Audience data also will be provided to members with such rated programs.

Sgt. Wood Decorated

SGT. ROBERT C. (Bob) WOOD, account executive in the Chicago office of WOR New York before entering the Army, has received the Infantry Combat Medal for exceptional gallantry in action with General Patton's Third Army. A Purple Heart holder, he is in a Paris hospital recovering from wounds, according to letters received by his family. Sgt. Wood was promoted from Private to the rank of Sergeant, having entered the Army last January. He went overseas, to France, only last August. On the occasion of his small son's second birthday, Sgt. Wood sent him word of a unique gift—he and his squad had captured 57 Germans.

Sgt. Wood

Five Seek FM CPs

NEW FM station for Washington, D. C., is requested by Marcus Loew Booking Agency on 47,500 kc with 3,993 sq. mi. coverage and an estimated cost of $31,000. Loew's also has filed for three television outlets [BROADCASTING, Nov. 27]. Orville W. Lyerla, licensee of WJPF Herrin, Ill., seeks a new FM station on 49,100 kc to have coverage of 3,960 sq. mi. and to cost approximately $14,700. KFBI Wichita, Kan., through The Farmers & Bankers Broadcasting Co., licensee of the station, plans to invest $67,000 in the FM station for which it has filed application. Outlet would use 47,300 kc with coverage of 15,600 sq. mi. Blue Network Co., licensee of KGO San Francisco, asks 44,300 kc and 27,500 sq. mi. coverage for its proposed San Francisco FM outlet. Estimated cost is $98,750. KFSD San Diego, through FM Radio Corp., files for a new FM outlet on 44,700 kc with coverage of 950 sq. mi. Estimated cost is $22,200.

CHICAGO DAILY NEWS reinstated its daily radio column as of Dec. 4. New radio editor is Carl Guldager who formerly edited the movie section.

Hey, Joe—

LISTEN WHAT THE RETAILERS THINK ABOUT KABC!

Here's something which will interest Joe, as a time buyer. Down in San Antonio the largest drug chain advertises EXCLUSIVELY on KABC among the five radio stations. Another EXCLUSIVE KABC radio advertiser is the city's second largest grocery chain. And that's only the beginning!

Drug and food chains are hard-boiled advertising buyers. They put their money only where it will bring the best results. A record of producing these results is another reason for KABC's reputation as "The Fastest Growing Radio Station in San Antonio!"

Kabc

SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts

DICK GILBERT

1:30-3:30 P.M.—5:00-6:00 P.M.
Mon. thru Sat.
The singing disc jockey. Versatile vocalist, master salesman. (You can say that again).
Tuneful, different, gets results.
¼ hr. participation
3 days—$300.00. 6 days—$500.00.

WFCI—Providence-Pawtucket
1,000 Watts—Blue

BETTY GUNNING SAYS

1:15—1:30 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participator.
Spots—$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS

8:30 A.M., 12:45 P.M.
6:15 P.M., 10:30 P.M.
Fifteen years of telling the local folks what happens locally. Participation—$4.00 day time—$8.00 evening.

WHEB—Portsmouth, N. H.
1,000 Watts—Mutual

750 CLUB

9:30—11:00 A.M.
Mon. thru Fri.
Mrs. Spencers' charming personality has enrolled thousands of loyal members in the Club.
It's yours for $22.50 per Wk.

WATR—Waterbury
1,000 Watts—Blue

SHOPPERS GUIDE

8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years.
Participation—$37.80 per Wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS

11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—
3 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC

IT'S IN THE BAG
(Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.
Yessir! this one rings cash registers in grocery stores.
Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts—CBS

RHYTHM SECTION

8:45—9:00 A.M.
Mon. thru Sat.
Some smooth listenin' for the busy housewife. It's recorded and participating.
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1450 CLUB

7:00—8:00 A.M.
8:20—9:00 A.M.
2:30—3:00 P.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program.
Daily participation—$32.40 Wk.

WNHC—New Haven
250 Watts

ALARM KLOK KLUB

7:00-8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven's newest station.
Daily participation—$20.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS

7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE

3:30—3:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE

11:00—11:30 A.M.
Mon. thru Sat.
It's homey, and the home folks love it.
Participation—$35.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS

9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts

YOU ASKED FOR IT

2:30—5:00 P.M.
Mon. thru Fri.
The money give away program that keeps them tuned to WDGY. Minutes or ¼ hours at Card Rate.

KMYR—Denver
250 Watts

UNINTERRUPTED NEWS

Ten minutes on the hour every hour everyday—on the News and Music Station of Denver.
7 days per week—$300 per month.

KBON—Omaha
250 Watts—Mutual

SUNRISE SERENADE

7:00—8:00 A.M.
Mon. thru Sat.
Don Perazzo M.C.'s this one and he's good. News, music, and free theatre tickets win a lot of listeners.
Daily participation—$27.00 Wk.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME

5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM

11:30-12:00 Noon
Mon. thru Sat.
A newsy farm program in the State where the tall corn grows.
Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR

2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts

CHEF MILANI

10:00—10:30 A.M.
Mon. thru Fri.
A real Chef, a master showman with a great merchandising hook-up.
Daily participation—$100.00 Wk.

KJBS—San Francisco
500 Watts

ALARM KLOCK KLUB

6:30-8:00 A.M.
Mon. thru Sat.
Surveys prove its the best dollar buy in the Bay area.
Spot participation—$9.50 base rate.

KFMB—San Diego
250 Watts—Blue

MORNING MELODIES

8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue

ALL STAR DANCE PROGRAM

2:45—3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Minute or ¼ hour—Card Rate.

KEVR—Seattle
250 Watts

BREAKFAST PLATTERS

7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual

NEWS—5 minutes on the hour

Mon. thru Sat.
Some excellent news periods on the News and Music Station of Memphis.
Base Rate—$12.50 each.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR

12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual

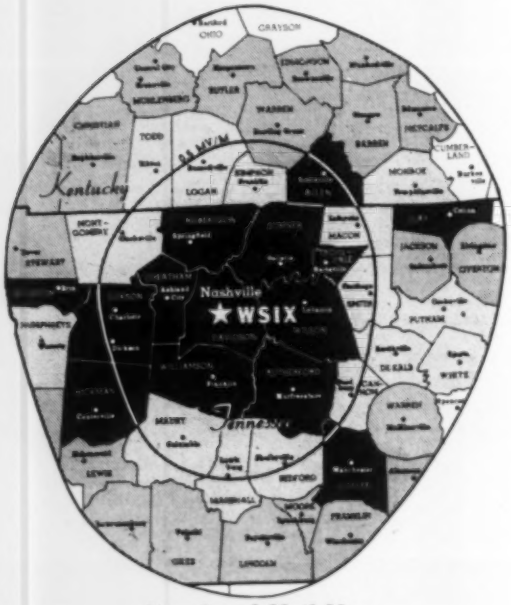
WOMEN IN THE NEWS

10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

WSIX CAN TOTE THE LOAD IN THE NASHVILLE TRADING AREA



Signal and Mail Map

Your advertising message will go out in good company with programs that attract and hold a large and prosperous audience. 5,000 Watts and 980 K. C., carrying both Blue and Mutual networks, cover the Nashville area more than adequately. WSIX is well liked and advertisers benefit through good response to their sales talks. If you've got a product for this market, WSIX can sell it. Write or wire us for information. We'd like to give it to you.

THE KATZ AGENCY, INC., *National Representatives*
BLUE and MUTUAL Networks

5000 WATTS — 980 K.C.

WSIX "The Voice of Nashville" NASHVILLE, TENN.

Rosenberg Letter Holds Spots More A Problem of Quantity Than Quality

EDITOR BROADCASTING:

As an advertising man I have long been interested in the efficiency of radio spot announcements and as an amateur astronomer, I am happy to see that one of our leaders, Professor Shapley, has interested himself in a situation which cries for change.

It is not a question of transcriptions versus live announcements although in this direction, I feel that the advertising profession has acted like a flock of sheep. Following the appearance of the very clever Pepsi-Cola rhythm, everybody decided it was time to sing their commercials. The result has been that the air is full of confusing melody and out of the resulting discord the listener is supposed to pick the advertising message. In a few cases, it is easy; in most of them it is not.

Infant Industry

Radio is still young and station owners have much to learn. In the publishing world, experience has taught the art of makeup and balance. Successful publishers have found it pays to enforce restrictions of a type which tend to give us better looking magazines and newspapers by relegating the smaller advertisements to positions that do not offend the eye. The spot announcement is like the small advertisement. Unfortunately, however, in radio they can be best placed at station breaks. Tempted by much additional easy income, the stations which at one time carried only one announcement in the station break now line them up on both sides. The result is that the listening audience is protesting—protesting too frequently by dialing out the station.

Perhaps the least offensive station break has been the time signal. Nobody objects to it. Now we find them usually incidental to a collection of odds and ends which too frequently are completely out of place as regards the program which they follow or precede. Frankly, I believe the great majority of radio listeners are not sensitive enough to feel this abuse. The rub lies in the fact that it is the small but very influential group of which Mr. Shapley is a shining example, who will make their objections heard, and then the masses will follow.

A simile is found in the trailers shown between features at the motion picture houses. Frequently they are overdone, but basically they are informative and essential. They are surely less disturbing than the strange interludes of jammed-together commercials with which the listener is attacked just as he has finished enjoying some good and costly program, or is anticipating one which is to follow.

From the advertiser's standpoint, these crowded-in commercials are not bad. They usually command large audiences. From the standpoint of programming, however, they are atrocious and are bound to create a growing reaction to which the stations will have to respond.

I repeat, it is not a question of whether the announcements are transcribed or alive. It is more a question of quantity than of quality (although as to quality, it is easier to control the quality of a transcription than it is to control the live announcement where one must deal with the various personalities of announcers). Here again, it is a question of the creative ability of the advertising profession, illustrated not only by the fact that when one advertiser took up singing, they all decided they had voices, but frequently illustrated in publication advertising where it also seems to be an easier job to follow someone else's lead than to do something new and original.

ARTHUR ROSENBERG,
President,
Arthur Rosenberg Co.,
New York.

STORM SERVICES
WSYR Carries Headlines, Airs School Messages

WHEN a 30-inch snowstorm bogged down the circulation staff of the Syracuse *Post-Standard*, Col. Harry C. Wilder, president of WSYR Syracuse, offered the services of his station to broadcast the highlights and headlines of that day's edition. In return for this voluntary gesture, the paper carried a two-column front page box in praise of the station which is normally its competitor.

WSYR also carried messages from more than 125 rural and Central schools in the area, notifying pupils not to leave their homes and assuring parents of children who already were in school that they were being housed and cared for. Congratulations have been pouring in by telephone and mail in appreciation of the station's services.

Florence Warner to WHOM

FLORENCE WARNER, now midwestern director of educational broadcasts for CBS at WBBM Chicago, joins WHOM Jersey City Jan. 1 as public service director, handling educational, religious and certain types of civic broadcasts. Her appointment is part of a general expansion and reorganization of the WHOM staff and programming effected when the station was bought by Cowles Broadcasting Co. Before joining CBS she was feature writer for the *Des Moines Register & Tribune*, and assistant program director of KRNT Des Moines, both Cowles properties.

DAN THOMPSON, radio director for the National Safety Council, Chicago, has been named assistant manager of the department of public information, replacing James W. Grayhon who joined the public relations staff of Standard Oil Co., New York.

Where is the Pot of Gold?

THAT'S WHAT EVERYBODY WANTS TO KNOW

In fact, they've been looking for that fabulous pot for centuries. Radio has the answer . . . and in Northwest Ohio - Southern Michigan, WSPD points the way via NBC programming, top local shows, 5000 watts and 23 years of service.

WSPD

THE NORTHWEST OHIO-SOUTHERN MICHIGAN "POT OF GOLD" is covered by WSPD. This area includes the world's greatest glass industry, ports, railroad centers, trucking, farming, factories, fruit growers—a million and a half prosperous prospects for a WSPD-advertised product.

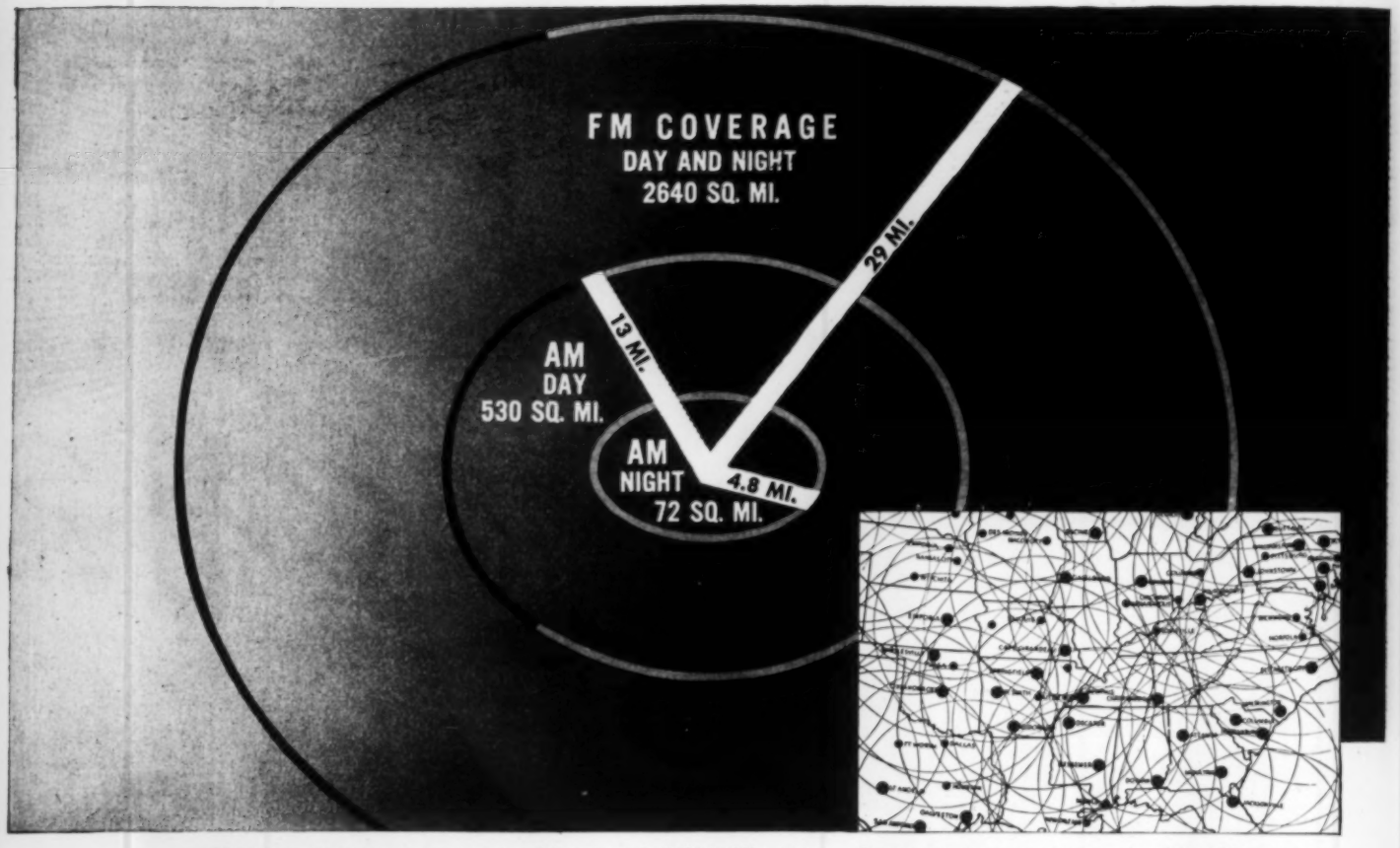
Just Ask KATZ

WSPD TOLEDO 5,000 WATTS

IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*

A FORT INDUSTRY STATION

FM does it...



Effective signal-coverage comparison of an FM station and a 1400-kc AM station. Most AM stations could enjoy better coverage by switching to FM. Moreover, their FM signals would neither cause interference with other stations nor be affected by interference from other stations.

Station interference pattern produced by AM stations on the 1400-kc channel. Dots indicate location of stations. Large circles indicate possible 400-mile interference range. At night, areas in which the circles overlap usually are subject to serious heterodyne interference. This pattern is typical of many crowded regional and local channels.

PLAN YOUR FM STATION NOW—50 FM BROADCAST STATIONS ARE ON THE AIR AND OVER 300 APPLICATIONS ARE PENDING. Write for the General Electric booklets covering FM station planning, equipment description, and general station operation. These publications describe G-E transmitters, antennas, associated equipment, and contain operating data from FM station records.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

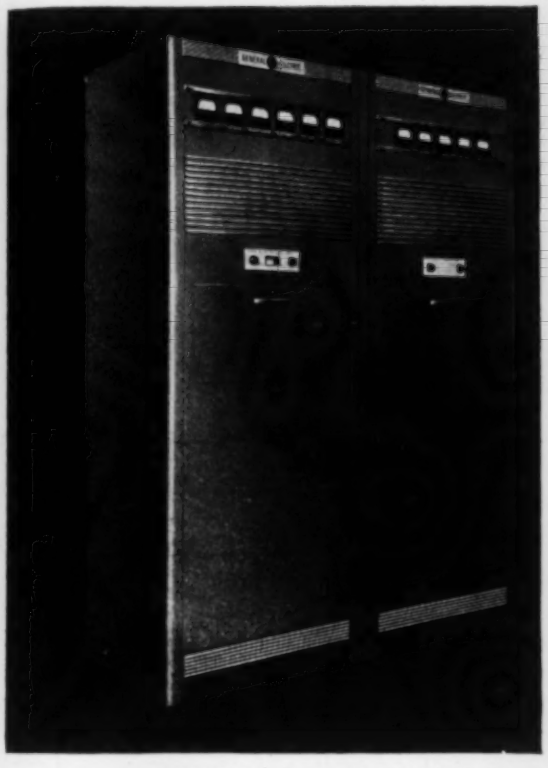
GENERAL ELECTRIC

160-011—8914

...day and night

5 times the coverage by day

35 times the coverage by night



THE PRE-WAR G-E 1-kw FM TRANSMITTER

General Electric's post-war FM equipment will include significant developments in circuits, components, and layout that will contribute directly to the quality and economy of your broadcasting system.

ESTABLISH A POST-WAR PRIORITY ON DELIVERY OF YOUR FM EQUIPMENT. In order to enable you to obtain a post-war priority on delivery of transmitters and associated equipment, General Electric offers you the "G-E Equipment Reservation Plan." This plan will assure you of prompt post-war delivery of your transmitting equipment. Write for your copy of "The G-E Equipment Reservation Plan." *Electronics Department, General Electric, Schenectady, N. Y.*

Regardless of your present power, if you face a coverage problem, if you share a crowded channel, consider FM. In nearly every case FM will provide better coverage of the *same* area at *less* cost, or better coverage of *more* area at the *same* cost.

Wherever station interference presents a problem, look to FM for better coverage. Consider, for example, the case of the 1400-kc channel in the broadcast band. Here, eighty-five AM stations share the same frequency. Eighty-one of them are rated at 250 watts and at night are capable of causing serious heterodyne interference up to 400 miles. This interference greatly reduces nighttime coverage. Engineering data indicate that under conditions of average ground conductivity (3×10^{-14} EMU) and with an antenna height of 331 feet, the effective range of these stations over flat country would be:

AM Service	*Range*	*Coverage*
Day	13 miles	530 square miles
Night	4.8 miles	72 square miles

Compare this with the coverage of a 250-watt FM station using a single-bay antenna 331 feet high broadcasting over the same terrain:

FM Service	*Range*	*Coverage*
Day *and* Night	29 miles	2640 square miles

Thus, FM gives five times the coverage by day; *thirty-five times the coverage by night!* To your audience this means improved service. To you, this means a larger audience and better service to advertisers.

When you plan your FM station, make full use of General Electric's vast background of experience in the FM field. G.E. is the one manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. has furnished a large percentage of today's half-million FM home receivers. G.E. has supplied six complete studio-transmitter FM relay links with thousands of hours of regular operation to their record. General Electric's experience in the FM broadcasting field includes more than three years of programming through its own FM proving-ground station WGFM at Schenectady, where every transmitter development is tested before it is offered to the industry.

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

THE Business OF BROADCASTING

Brewers Sponsor Symphony

UNDER sponsorship of Missouri Brewers Assn., the St. Louis Symphony Orchestra has begun its second annual series on KXOK St. Louis and KFRU Columbia, Mo., owned by the St. Louis *Star-Times* (1-1:30 p.m. CWT Sundays). Transcriptions are aired over nine other stations throughout Missouri. Commercial copy is institutional. Sponsoring brewers include Anheuser-Busch, Columbia, Flastaff, Griesedieck Bros., Hyde Park Breweries Assn., St. Louis; George Muehlbach Brewing Co., Kansas City; M. K. Goetz Brewing Co., St. Joseph. C. L. Thomas, KXOK manager, and V. N. Springgate, station sales manager, handled the deal with Irwin Olian of Olian Adv. Agency, representing brewers.

Reynolds for Campbell

QUENTIN REYNOLDS, author and correspondent now on special assignment with the Navy Dept. in the Pacific, will serve as "editor" and m.c. of Campbell Soup Co.'s *Radio Reader's Digest* on CBS beginning Dec. 31, replacing Conrad Nagel. William N. Robson of CBS now serves as producer-director of the program for Ward Wheelock Co., New York.

WOW House Organ

FOR the fourth year in a row, WOW Omaha has won the major awards at the annual convention for the Southwestern Assn. of Industrial Editors, this year winning the prizes for public service, editorial content and appearance of its house organ, WOW News Tower, which has a 15,000 circulation.

WNEW Commentary

WNEW New York, through arrangements with Colston Leigh, New York will draw from a list of 20 commentators handled by the lecture bureau, in presenting *Around the World in 30 Minutes*, Sunday program which started Dec. 10. Sponsored by Howard Clothes, New York, three personalities will broadcast each week as the "Howard Board of Commentators." Commentaries will be followed by a period reserved for questions from listeners. Agency is Redfield-Johnstone, New York.

NBC Aid

WHITE CARSON, cowboy singer and guitarist, was the first to get a radio assignment through NBC's "Welcome Home Auditions," a network project designed to help servicemen and discharged veterans show what they can do in radio.

Anthony Off

JOHN J. ANTHONY and his *Original Good Will Hour* are off the air temporarily while the family relations adviser attends to various non-radio commitments, including a tour of Army Camps and personal appearances for the Sixth War Loan Drive. Mr. Anthony also is completing his second book, *Your Problem and Mine* to be published in February by Reader Service Co., New York, and will write a syndicated column for Press Alliance after the first of the year. Program has been heard on WMCA New York continuously since 1936, and was sponsored for a time until Nov. 27 on Mutual by Clark Bros. Chewing Gum.

Ante Up

THROUGH his *Crossroads* program, aired from Cincinnati's Union Station, Jerry Belcher, public events director of WCKY Cincinnati, has given more than 1,700 decks of playing cards to the USO for men in the service. Interviewing soldiers, sailors and marines as they pass through Cincinnati, Jerry occasionally suggests that listeners send in their used cards "for the boys". Cards still are pouring in. Each serviceman interviewed on *Crossroads* gets a carton of cigarettes with compliments of L. B. Wilson, owner of WCKY.

New Market Firm

ANSON BOND Productions and Leslie Charteris, author, have formed the firm of Bond-Charteris Inc. to market the latter's fictional character, The Saint, on a broad scale in radio, motion pictures and publication fields. Radio series on NBC starts in early January with Emerson Drug Co. (Bromo Seltzer) as sponsor, replacing Ellery Queen program.

Model KMOX

STORY of the KMOX St. Louis *Globe Democrat* "Mile O' Dimes" stand is being used as a model by the National Foundation for Infantile Paralysis in a memorandum sent out to all cities of 25,000 population or over. Campaign, which raised $50,000 in 1944, is described by Jerry Hoekstra, KMOX War Program Manager, who has directed "Mile O' Dimes" for the past four years.

KBS Xmas Features

KEYSTONE BROADCASTING System has prepared eight quarter-hour and four half-hour programs directed to men in army camps for daily presentation during Christmas and New Year's week. Keystone programs, *Tea Time Tunes, Melodic Moods, Sundown Serenade, Songs of the Week,* and *Sunrise Salute* are built around Yuletide format.

SESAC List

SESAC has added two publishers of gospel music to its list—Quartet Publishing Co., Ft. Worth, and Revival Music Co., Searcy, Ark., The catalog of American Music Inc., and its subsidiaries Cross & Winge, and Westmore Music Corp., will be dropped from the SESAC list of affiliated publishers effective midnight, Dec. 31.

KTHT Fetes Buyers

NEW YORK agency timebuyers were guests at a luncheon given by KTHT Houston last Tuesday at the Park Lane. Judge Roy Hofheinz, president of the station, described the transmitter site and antenna construction and site, the signal strength of the station in the market, and outlined program and sales operation.

Hope Wins Award

BOB HOPE, radio and film comedian, will receive the 1944 gold medal for achievement awarded annually by the Poor Richard Club of Philadelphia, advertising organization covering the agency, press and radio fields. Medal will be presented at the club's annual dinner, to be held in January.

Xmas Concerts

FOR THE 15th consecutive year, James P. Begley, program manager of KYW Philadelphia, has arranged to broadcast the annual Christmas concerts by the inmates of Eastern Pennsylvania Penitentiary and the Philadelphia County Prison.

ASCAP Adds

WLAP KOIL KFAB have signed new agreements with ASCAP and the following stations have renewed their ASCAP contracts: KTEM WHAS WBCM WALB WABY KJBS KFOX KDTH WKRC WHDH WJAR WDNC.

Waters Named

AMERICAN SOAP Powder Works, Brooklyn, has appointed Norman D. Waters & Assoc., New York, to handle advertising for Tish, a water-softener. Radio will be used.

KOBH Now KOTA

CALL LETTERS of KOBH Rapid City, S. D., were changed to KOTA on Nov. 22.

WIBW has been lifting sales and keeping them lifted for almost 20 years. We can do it for you! We have the dominating signal in this area. We have the confidence and good-will of almost five million listeners . . . simply because we've never let them down. And renewals prove that we've never let an advertiser down either. Let us prove it for YOU!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age (Druggists)
Chain Store Age (Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting

Nimitz' Fleet Hdqrs. Reporters Ewing, Baldwin, Schland

With General MacArthur Clete Roberts, Arthur Feldman

France, with Gen. Eisenhower Harold Peters, Robert Metsell

U. S. 1st Army Headquarters Fraser reports German front

NOW BLUE 14 Overseas Reporters Broadcast Locally–for YOU!

With Chennault in Chungking Fred. B. Opper, Charles Miner

Rome . . . Allied Headquarters Reports by Donald Coe

London . . . Reports on British Isles by Herbert M. Clark

Blue Network News Rooms in Washington, San Francisco, New York

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Early afternoon. Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning, Monday through Saturday, 15 minutes.

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert. Daytime, Monday through Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

BLUE NETWORK CO-OPERATIVE RADIO PROGRAMS CAN SELL FOR YOU — AND YOU PAY ONLY FOR YOUR OWN AREA

Coming direct from all the history-making hot spots pictured above, the Blue Network's newest coast-to-coast Co-operative Radio Program, "Correspondents Around the World," can be your *local* radio program to sell *your* products or services *right in your own territory.*

Commercials during the programs by *your own local Blue Station announcer* identify the program as *yours*, sell *your* products to *your* own audience! By switching the program to whatever Blue correspondents are nearest the day's action, your audience gets its news right from where it happens—*your* selling story takes on added authority!

The cost of Blue Network Co-operative Program is low, since you pay only your share. Hundreds of prominent local advertisers (names on request) have already found how well this *new* kind of radio advertising pays off! Now *you* can make it pay with the thrilling *new* Network Co-operative Program, "Correspondents Around the World," available mornings, Sundays through Fridays.

For all information ask any Blue Network Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.

When You Fish the Same "Hole" Year After Year

the *fishing* must be good!

When the advertisers on WIP—100% of 'em—renewed at the start of 1944, it was proof positive of their sales "fishing" being good.

Before the War . . . *During* the War . . . *After* the War the most profitable per dollar station for advertisers!

Yes, there are a *few* availabilities!

Represented Nationally by

GEO. P. HOLLINGBERY COMPANY

•

Philadelphia's MUTUAL Affiliate

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

5000 WATTS

Merchandising & Promotion

Mail Plugs—Success Story—WNEW Swap
Rosemary—Sample Record

WESTERN ELECTRIC Co., New York, is distributing to its 90,000 employes an oversize illustrated 40-page booklet projecting the success of modern communications equipment in war against the company's experience in the manufacture of telephone and communications equipment in peace and war. Occasion is the 75th anniversary of the company, in peacetime source of supply for the Bell System, and now manufacturing electronic and communications devices for the Armed Forces. Features of the booklet include a pictorial chart showing the primary channels of military communications linking the U. S. fighting forces throughout the world. Other illustrated features include four-color reproductions of dramatic events in telephone history.

* * *

WHN Mail Plugs

PROMOTION copy for WHN New York is now stamped on all envelopes mailed from the New York headquarters of Loews Inc., the parent company, covering Metro-Goldwyn-Mayer as well as Loews and WHN letters. Ad appears on approximately 4,000 pieces of mail daily, current copy being devoted to the Sixth War Loan. Automatic postage-meter mailing machine is used. Paragon Oil Co., Brooklyn uses its machine to stamp 2,000 pieces of mail daily with promotion copy for their WHN weather reports.

* * *

WPAT Promotion

WPAT Paterson, N. J. promotes its *Luncheon with Helen* program in an illustrated booklet, the cover bearing a realistic partially-attached formal "Invitation to Luncheon with Helen." Fan-letters, sponsor eulogies, newspaper and billboard ads are reproduced. Another promotion piece, an easel back desk calendar with Varga girl illustrations, is being distributed by the station as a Christmas greeting.

* * *

WBNS Brochure

"FROM Plumbing to Potato Chips" is the title of a brochure issued by WBNS Columbus, O. which serves to explain the effectiveness of Irwin Johnson's *Early Worm*, early morning show. Copy of the brochure, done in buff and black, explains the program's public service aids such as blood donor service, safety campaigns, etc.

* * *

WLW Trade Ads

DISTRIBUTION'S part in the post-war economic era is the theme of a series of new trade paper advertisements of WLW Cincinnati. Each ad will be a reproduction of a famous advertisement of past years, with copy of the WLW series built around the idea that the next ten years will be the "Distribution Decade."

* * *

Success Story

WBT Charlotte, N. C. tells how it obtained 450 harmonicas for children stricken with infantile paralysis in a folder titled ". . . that a child might speak again". The mouth organs were needed to help polio victims exercise their throat muscles.

* * *

WOWO Gives 'Thanks'

TO GIVE thanks to its friends in the business and advertising world, WOWO Ft. Wayne last week issued a brochure titled "Thanksgiving", consisting of reproductions of various awards the station has won.

Movie-Spot Swap

A 30 SECOND movie trailer promoting Paula Stone's *Hollywood Digest* program on WNEW New York is being displayed four-times daily in 28 Century Circuit Theatres in New York, the station's musical call letters forming the background for the film. In return WNEW New York gives Century Theatres several mentions daily, explaining how War Bonds may be purchased there. Current deal covers the Sixth War Loan Drive period only, but may be followed by another promotional tie-in.

* * *

Rosemary

TWO JARS of Rosemary seasoning for holiday fowl and other dishes, plus a cellophane-wrapped sprig, which is supposed to insure faithfulness or serve as an amulet against the Evil Eye according to the accompanying booklet of history and recipes, are contained in packages being sent to radio editors by Benton & Bowles, New York, as a reminder to listen to B & B's new daytime drama, *Rosemary*, sponsored by Procter & Gamble on NBC five mornings weekly.

* * *

Program Bulletin

RADIO PROGRAM bulletin of educational broadcasts aired on WNYC, New York's municipal station, and WNYE, the Board of Education FM station, has been distributed to all New York City schools and Parent-Teacher Assns. as an aid to planning listening for the 3,000,000 school children in the Metropolitan area.

* * *

WGN Promotion

WGN Chicago has issued a 10"x14" promotion piece titled *WGN The Leader in Local Chicago Radio*, pictorially promoting their sound effects equipment, master control board, studios, shows and commentators. Piece contains full page map illustrating WGN coverage area.

* * *

WEAF Cards

WEAF New York, Nov. 1 started a car-card campaign, estimated to reach more than 110,000,000 riders of New York's subway system. Scheduled to continue through December, campaign promotes program features of the NBC station. Approximately 5,500 car-cards are expected to be used.

* * *

Sample Record

SAMPLE recording of *Places in the News*, a daily feature of United Press news wire, is included in a promotion brochure released by the news agency covering the various radio programs and services it has to offer to stations. Brochure is printed on glossy paper and illustrated.

Albuquerque Petition

APPLICATION for a new local in Albuquerque, to operate with 250 w fulltime on 1450 kc, was filed with the FCC last week by Rio Grande Broadcasting Co., a partnership of Albert E. Buck, owner of the Rio Grande Steel Products Co., of Albuquerque, and prominent in civic affairs, and Merle Tucker, assistant manager and commercial manager of KOB Albuquerque. Mr. Tucker simultaneously announced his resignation from KOB, NBC outlet. KGGM, only other station in Albuquerque, is on CBS, leaving both the Blue and Mutual networks available.

what makes a . . .

EXCLUSIVE

LONGEST LEAPER of the animal kingdom, the Kangaroo is EXCLUSIVE because of its pugilistic ability . . . and because of the way it transports its young. A vegetarian, inhabiting grassy plains of Australia and Tasmania, it reaches height of five feet, weight of 200 and easily clears 25 feet in one jump. The mother Kangaroo carries her brood handily in a snug abdomen pouch.

EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING is the key to K-O-Z-Y preference in the Kansas City Area, where its Pioneer Voice has been popular with particular people since prewar days. Yes, KOZY is EXCLUSIVE because it "sticks to specialized service" which can only bring extra dimensions with postwar FM expansion. You Should Have Rate Card 3!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

W
HISTOY
...ANDO
TISERN
★ FIFTY T

:KY IS MAKING BROADCASTING

TOY FOR PUBLIC SERVICE TO LISTENER

NDDOING THE REAL JOB FOR THE ADVER-

RN THE GREAT CINCINNATI MARKET—

L. B. Wilson

THOUSAND WATTS

CBS

Editorial

25 Years of Minutes

WHEN WORLD WAR I ended radiobroadcasting was unknown. "Wireless" had been employed in that globe-enguifing conflict, but radiotelephony, precursor of broadcasting, was only on the threshold of its development. Few had the vision to gauge the future.

On Jan. 1, radiobroadcasting goes into its 25th year in these United States, where it was conceived, born and nurtured. In 1920 broadcast service began on regular schedule. Those hardy pioneers could not have envisioned the development that was to come. If they had, they didn't venture their opinions. Since then, radio has become an indispensable phase of the American standard, as American as the Statue of Liberty, cowboy yodels and the hot dog.

It could only have happened that way here. In other nations, which caught the impact of this invention years later, Governments grasped control. Private initiative and free enterprise were blacked out; radio was too potent to be left in the hands of citizens or subjects in the American way.

Even in this country radio had its lean days. It was a reckless youngster in those early 20's, when it took an adventuresome spirit and a disdain for red ink to stay in the field. There were those who scoffed, because radio to them was a brazen upstart, or a novelty which would go the way of miniature golf. But radio survived. From such meagre beginnings, when men were in it for the fun of it, radio first entertained, then enlightened and informed. It made folks laugh and cry. It conveyed news. Politicians learned to use it. So radio won (and lost) elections. Today it carries greater impact than any other medium disseminating information. Americans believe in their American radio.

In a scant 25 years, radio has achieved what other arts or industries have taken generations to accomplish. It sprang up from the ruin and desolation of war. In the wake of another war, a hundredfold more deadly, will come new and miraculous attainments of radio—inventions mothered by the great necessity of these times.

Those electronic swords will be fashioned into ploughshares in the era ahead, to provide new vistas of service and enlightenment and pleasure in the next quarter century of the *Radio Age*. All that is ordained only under Radio by the American Plan.

Trail Setters

TWO OF America's leading broadcasting stations have made New Year's resolutions, the fruits of which will be watched keenly by their colleagues and by advertisers and agencies.

No sooner had WWJ Detroit revealed that it no longer would accept transcribed spot announcements after Feb. 1, 1945 than WJZ New York banned all chainbreak announcements, excepting time signals, from its nighttime schedule.

The new policies were announced by Harry Bannister, the pioneer Detroit station's manager, and John J. McNeil, manager of the Blue Network key outlet in New York.

When two such distinguished stations undertake to clean up the commercials on their outlets, regardless of the methods employed, fellow-broadcasters can only applaud—even if they do it with their hands behind their backs.

There is no question that great harm can be done radio as a medium through the broadcast of poor commercials, or for that matter through the broadcast of GOOD ones, if there are too many of them. That Messrs. Bannister and McNeil and their respective principals felt compelled to take bold pioneer steps toward better commercial broadcasting challenges the reckless charges, heard recently in such influential environs as the halls of Congress, that broadcasters are "dollar-hungry".

There is evident here, too, an additional forward step which should carry radio toward a broader and more useful future. The licensee of a station alone is accountable for the material he broadcasts. This is not a responsibility he can transfer to another without due legal action. And inasmuch as he cannot pass voluntarily the responsibility to another, one questions whether he should assign the authority for programming his outlet.

Should a broadcaster accept programs, sustaining or commercial, if in his best judgment they are not "good radio"?

Should he not reject commercials if they fail to meet a set of comparable standards?

We feel that the best solution to the problem of inferior commercials is one that is in effect now in evaluating programs. Most broadcasters have been in the business sufficiently long to employ their own judgment, weighing each scheduled broadcast on its merits.

This is not to differ, but to agree, with the principles laid down by WJZ and WWJ. Both have shown admirable courage and initiative.

Tomorrow—The World

RUMBLINGS in Washington leave little doubt that the complexion of international broadcasting, as underwritten by Uncle Sam, is about to undergo a change. It is reasonably certain, most agree, that the duties of the Office of the Coordinator of Inter-American Affairs will be modified, and that its broadcasting functions and those of the OWI's international division will be shifted to the State Dept.

If true, this can portend only that the USA is intent upon continuing in the pattern of propagandizing on a worldwide scale, in peace as in war. Certainly in these times one cannot attack the wisdom of such a plan. Our world's neighbors are next door now, not down the road a piece, and they must be told of our way of life as we must, in all reasonableness, hear of theirs.

But broadcasters should watch these proceedings with keen attention. The Government's interest in broadcasting has been noted before, and it is not a ghost that has been laid. The Government's disposition to perpetuate its policy of leasing private facilities to spread its good word—when and if the switch to the State Dept. is made—may betide the trend of things to come. However, any move to purchase those facilities, and operate them exclusively as Government entities, should be resisted.

Our Respects To -

ALLEN BALCOM DuMONT

AN ATTACK of infantile paralysis is not the present one would choose for an 11-year-old boy, and yet without it, it is doubtful that Allen Balcolm DuMont would today be so pre-eminent in the field of television: pioneer in its development, enthusiast for its future and wielding the gavel as charter president of the Television Broadcasters Assn., now convening in New York.

While ill as a boy, Allen constantly monitored the Brooklyn Navy Yard broadcasts and became so proficient at code that he spent subsequent school vacations as a ship's operator. Thus started his career in radio.

Born in Brooklyn Jan. 29, 1901, Allen learned his three Rs at the Brooklyn Training School for Teachers. After high school at Montclair, N. J., he entered Rensselaer Polytechnic Institute, from which he received the degree of Electrical Engineer in 1924 and, 20 years later, the honorary degree of Doctor of Engineering.

Following college, young DuMont went to work for the Westinghouse Lamp Co. in Bloomfield, N. J., first as an engineer in the development laboratory and then as engineer in charge of production of various types of tubes for radio receivers which were then just coming into general use. One part of this position was supervision of 150 girls who tested the tubes, a task that so discouraged him that he invented a machine which did the job automatically at the rate of 5,000 tubes an hour. For this achievement he was presented, in 1927, with the first award of $500 for the most outstanding accomplishment of any employe of the company.

During his school days, when he was the proud operator of amateur station W2AYR, Allen had purchased a DeForest audion tube directly from the famed radio pioneer himself. The meeting so impressed the youth that he swore that some day he would be associated with DeForest. The opportunity came in 1928, when the DeForest radio company was being reorganized and he was offered the post of chief engineer. From a shutdown plant with obsolete equipment and no employes, DuMont created a factory producing more than 30,000 receiving tubes of new design a day less than a year later. Transmission tubes, complete transmitters, guided radio systems for hotels and other large buildings, SA simple facsimile sending and receiving system also were developed under his direction. Looking for new markets, DuMont hit upon the idea of radio for police communications and in 1929 the DeForest company installed the first state police radio system at Lansing, Mich.

The DeForest interests had taken over the

(*Continued on page 54*)

another reason why Wisconsin listens to WMFM

KEEPING A FINGER ON THE LISTENER'S PULSE

It is through careful planning that WMFM gives Wisconsin listeners programs they prefer. Wisconsin listeners, in turn, stay tuned to WMFM.

Programming on WMFM springs from a policy of *distinctive, quality programs, keyed to the wants and needs of the community.*

Throughout the broadcasting day, WMFM listeners hear a balanced schedule of dramatic programs, musical shows and productions, outstanding artists, and carefully prepared news programs. These programs have a distinct warmth and depth, thanks to the miracle of crystal-clear, static-free FM reception.

The WMFM schedule is attuned to the pulse of the listeners. That is why WMFM programs are doing an outstanding prestige-building, sales-promoting job for an impressive list of local and national advertisers.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.

THE MILWAUKEE JOURNAL FM STATION

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Personal NOTES

MAJ. H. M. BEVILLE, NBC research manager before the war, has been promoted to the rank of lieutenant colonel, being advanced past 40 senior majors, according to information received in New York last week. Col. Beville is attached to headquarters of the First Army.

DR. MAX JORDAN, NBC director of religious broadcasts, has been nominated to the executive board of the Catholic Institute of the Press.

BENEDICT GIMBEL Jr., president of WIP Philadelphia, has donated to the Philadelphia Chapter of the Assn. for Education by Radio, two scholarships to the newly formed course in radio at the U. of Pennsylvania. Group is comprised of teachers of Philadelphia's private, parochial and public schools who are interested in developing radio as a educational medium.

E. R. YONKERS, previously Graybar Electric Co. salesman in Wichita, has been named manager of the company's Omaha office, replacing **T. W. CONRAD**, retired. Mr. Yonkers is from Kansas City.

WILLIAM WILLIS WILDER, former personnel manager of the Southern States Iron Roofing Co., has joined WSAV Savannah, Ga., as account executive.

ROBERT E. DUNVILLE, general manager of WLW Cincinnati and vice-president of Crosley Corp., is the new commander of Division 2 in the Ninth Naval District, Coast Guard Auxiliary.

LARRY COMPTON, former domestic advertising manager of Knox Co., Hollywood (pharmaceutical products), has joined KECA Los Angeles as account executive.

GEORGE S. SMITH, partner in the Washington law firm of Segal, Smith & Hennessey, and Mrs. Smith, on Nov. 30 became the parents of their first child, a 7½-lb. boy.

KWBU Names Hogan

HOMER HOGAN, national representative of KWBU Corpus Christi since that station started operations last February, has been appointed manager, effective Jan. 1, Carr P. Collins, president of Century Broadcasting Co., announced last week. Mr. Hogan has been active in radio for 18 years as manager of WJJD Chicago, manager of KYW Philadelphia and midwest manager of Hearst Radio.

Mr. Hogan

LEE OWEN, formerly of KJBS San Francisco, has joined the sales staff of KGO San Francisco.

PHILIP G. LASKY, vice-president and general manager of KROW Oakland, has been appointed to the advertising relations committee of the Oakland Better Business Bureau.

IVOR SHARP, general manager of KSL Salt Lake City, is in New Orleans undergoing treatment for a gastric ailment.

HUBERT FINLEY, one-time account executive of KFVD Los Angeles, has joined KWKW Pasadena, Cal.

ROBERT RUSSELL, of Joseph Hershey McGillvra Co., station representative, Chicago, resigns Dec. 15.

SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, is the father of a boy born Nov. 27.

HAL SIMMONDS, salesman of WFIL Philadelphia, is in Hahneman Hospital recuperating from a major operation.

ALLAN HUGHES, former sales promotion manager of KOA Denver, has joined NBC spot sales to handle sales promotion. **ETHEL GILCHRIST** has been named assistant to **JAMES H. NELSON**, manager of NBC network sales promotion.

NEWSPAPER GROUPS SEEK FM LICENSES

FOUR more FM applications have been filed with the FCC by newspaper interests while another three FM outlets are requested by licensees of standard stations.

The Claremont Eagle Inc., Claremont, N. H. requests a new FM station on 48,900 kc with 5,100 sq. mi. coverage and estimated cost of $26,750. Also requested is an ST broadcast station to use 337 mc. Reno Newspapers Inc. seeks a new FM station on 43,700 kc with coverage of 35,558.7 sq. mi. Approximate cost is $51,935. Facilities of 46,000 kc and 7,633 sq. mi. coverage is asked by The Patriot Co., Harrisburg, Pa. for a proposed FM outlet to cost an estimated $48,260. The News-Journal Corp., Daytona Beach, Fla., requests FM facilities of 49,100 kc and 3,000 sq. mi. coverage. Estimated cost is $65,250.

KIDO Boise plans to invest $11,680 in the FM station which it has requested on 48,500 kc. Coverage asked is 1,148 sq. mi. WATR Waterbury, Conn. has applied for 43,500 kc and 14,300 sq. mi. coverage for its new FM outlet to cost an estimated $55,050. KLUF Galveston, Tex. seeks a new FM outlet on 44,500 kc with 940 sq. mi. coverage. Estimated cost is $25,000.

JOANNA SCOTT, former traffic manager of Joseph Hersey McGillvra Inc., New York, is the first staff addition to be announced for the new station representative firm now being organized in New York and Chicago by **ADAM J. YOUNG Jr.** [BROADCASTING, Dec. 4]. Miss Scott's specific duties have not been assigned.

T. A. M. CRAVEN, executive vice-president of Cowles Broadcasting Co., and **MERLE S. JONES**, recently appointed general manager of WOL Washington, Cowles station, were honor guests and speakers at a luncheon tendered them last Tuesday by the Washington Advertising Club.

THOMAS MALONE, member of the construction and building operations department of CBS for several years, has joined the sales staff of WABC, CBS New York outlet, as account executive. For the past two years he has been night manager of theatre operations.

JOHN B. SOELL, salesman of KXOK St. Louis for four years, recently released from the U. S. Maritime Service, has joined the sales department of the Blue's New York outlet, WJZ. Mr. Soell has been public relations officer with the USMS in New York.

LT. (jg) MAX CULBERTSON BEE, USNR, former assistant advertising manager of BROADCASTING, has been promoted to that rank from chief petty officer. He is stationed in the Press Section, Office of Public Relations, Navy Dept.

NBC Station For WINSTON-SALEM GREENSBORO & HIGH POINT

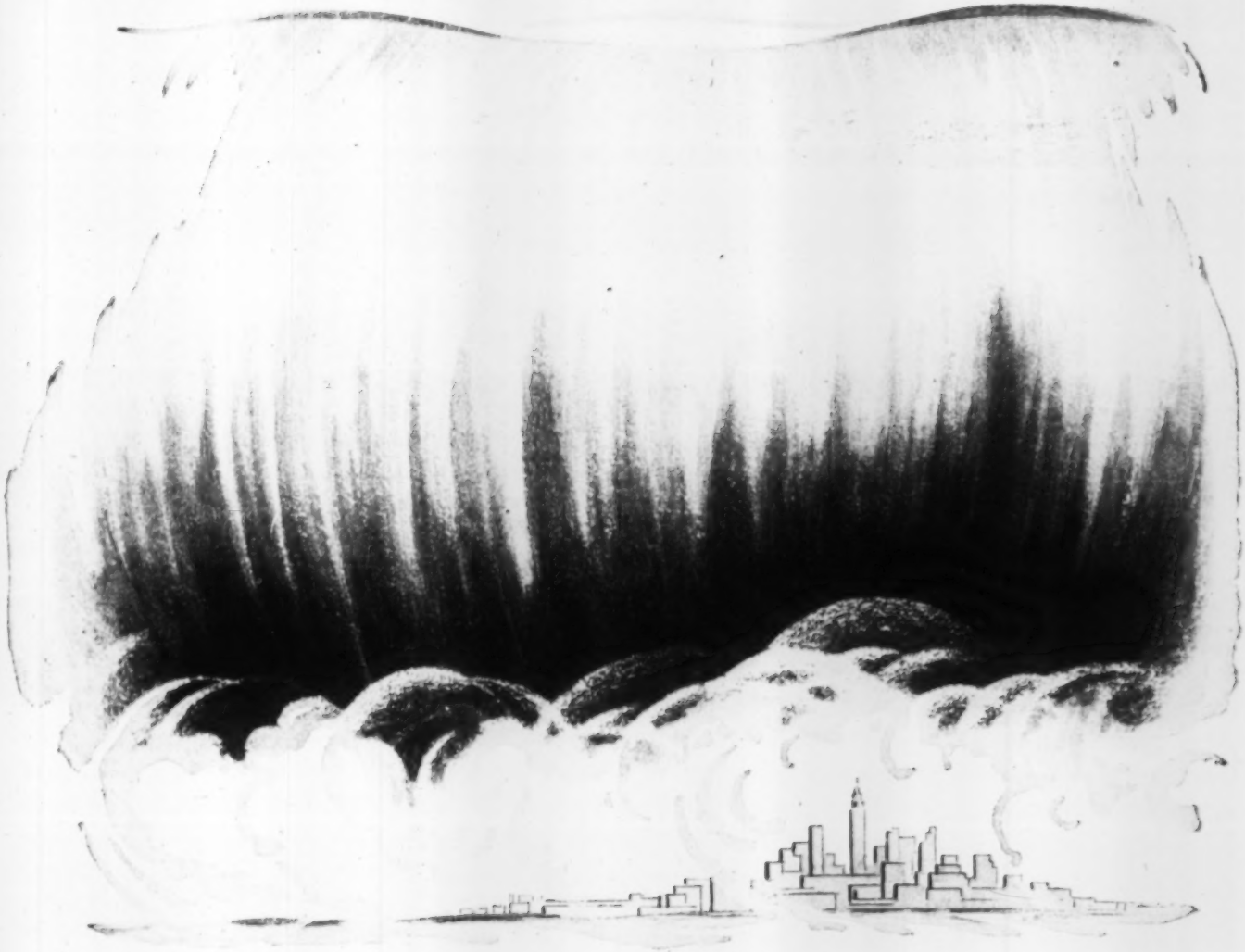
★

5000 WATTS 600 KC.

WSJS

Representatives HEADLEY - REED CO.

WCAU



50,000 "Free Watts" Surge Out in a Great Tidal Wave of Power in all Directions over a Clear National Channel giving "Umbrella Coverage"

WCAU's 50,000 Watts are not "directed" into a specific pattern. Instead they flow out in a vast umbrella shape, not only sweeping the whole Philadelphia area with Power, but covering many adjoining states.

PHILADELPHIA'S LEADING RADIO INSTITUTION

BEHIND the MIKE

JAMES STEVENSON, Lt. Col., AUS, inactive, a former Detroit commentator, has been assigned to NBC's *World News Roundup*, 8 a.m. Monday through Saturday, taking over from **W. W. CHAPLIN**, effective Dec. 11. Mr. Chaplin after a vacation will assume Mr. Stevenson's Saturday 11:15 p.m. news analysis period on NBC. Mr. Stevenson joined the network nearly two months ago, having been placed on the Army's inactive list as the result of an injury.

AL STEIN, WGKV Charleston staff announcer, is now musical director of the station.

RUSS GUNDERSON, WBBM Chicago newsroom staff, is convalescing from an appendectomy.

PAUL HAVENS, formerly of WIRE Indianapolis, has joined the announcing staff of WGKV Charleston.

RAY CARTMELL, formerly of KSRO Santa Rosa, has joined the announcing staff of KFRC San Francisco.

SHIRL BLACK, program director at KOVO Provo, Utah, has been named operations director, effective Jan. 1 when **WAYNE KEARL**, KOVO assistant manager, goes to Salt Lake City. **MEL STANDAGE**, released by the Army, has been named production assistant at KOVO. **TOM LEE**, Brigham Young U. student, is a new addition to the KOVO announcing staff.

ANGELUS AXIOTES of Woonsocket, R. I. is new assistant newsman at WICC Bridgeport.

ANN HIRYAK has been apponted program director of KWFC Hot Springs, Ark.

MAC BENOFF, writer on CBS *Post Toasties Time*, is the father of a girl.

LOU PLACE, former announcer of KOY Phoenix, has rejoined KGFJ Los Angeles.

GEORGE KAPEL news editor of KMJ Fresno, Cal., has entered the armed forces. **ROBERT WHITE**, former announcer of KFWB Hollywood, has joined KMJ.

J. RICHARDSON LOUGHRIN, former KWSN Mankato, Minn. program director, joins the WGN Chicago production department replacing **LOU JACOBSON**, who has moved to J. Walter Thompson Co., Chicago.

SUE KERNS, new to radio has joined the KIRO Seattle music department.

JOHNNY WHITE, continuity chief of KWFT Wichita Falls, Tex., is the father of a girl.

Mannings Named

JACK MANNING and his wife, Betty Manning, have been appointed radio director and associate radio director respectively of Hirshon-Garfield, New York. Mr. Manning replaces Jerry Law, resigned. For three years in charge of public relations and radio for the Army Signal Corps in New England, Mr. Manning previously headed the announcing and programming staff of WBZ Boston. Mrs. Manning was formerly radio director of the First Service Command in New England and prior to that directed radio activities for the Commonwealth of Massachusetts.

GEORGE SANDEFER, member of the announcing staff of WRC, Washington NBC outlet, has been made night manager of the station, succeeding **DON FISCHER**, who returns to fulltime announcing.

HOWARD BLAKE, former West Coast radio director of Franklin Bruck Adv. Corp., has joined CBS Hollywood as producer.

KEITH BROWN, formerly of the NBC production staff in Hollywood and assistant producer of *Blind Date*, sponsored on the Blue by Lehn & Fink Products Corp. for Hinds lotions, has joined the electrical transcription staff of the Blue Network's production department in New York. Prior to his NBC affiliation, Mr. Brown was in the armed forces.

JANE TIFFANY WAGNER, NBC director of home economics, has been named national chairman of radio for the United Council of Church Women, an interdenominational group.

JACK DAVIS, formerly of WCOL Columbus, is now on the announcing staff of WCAU Philadelphia.

OTIS MORSE, released by the Army, has returned to WSBA York, Pa. as program director. In the Army Mr. Morse was director of the GI station, PBS Staunton, Va. **ROY BAXTER**, acting program director, has been appointed production and publicity manager.

MILT BERKOWITZ, news editor of WHTD Hartford for nine years, has been named director of news and special events.

VANCE CARRUTH and DAVE WORLEY, recently with KDNT Denton, Tex., and **BILL LOWERY** from KTHS Hot Springs, Ark. are new additions to the KWFT Wichita Falls, Tex. announcing staff. **JERRY WRIGHT**, formerly of WBAP Fort Worth, is now handling women's program and **BILL SHARPE** is doing newscasts.

NEAL MOYLAN, WFBL Syracuse special events newscaster stationed at Lincoln, Neb. with the Army Air Corps, has been promoted to first lieutenant.

GEORGE KENT, WRLD West Point, Ga. announcer, is a new addition to WAGA Atlanta.

BEVERLY BROWN, program director of WNOE New Orelans, this month is to marry **HAZEL FLORENCE DOELL**, radio actress and author of six plays who in 1936 won auditions for the star role in a program produced by him.

THOMAS L. GARNER, new WGH Newport News, Va. announcer, has married **MARION REED** of Akron.

RAY OVIATT, formerly of WLOK Lima, O., is now announcer and news editor at WMRN Marion, O.

BERT WINN, program director of KROW Oakland, has resigned to join the overseas branch of OWI.

GILBERT THOMAS, formerly associated with Allied Agencies, Los Angeles, has joined the continuity staff of KQW San Francisco.

ROY REBER, formerly of CJOC Lethbridge, has joined CKBI Prince Albert, Sask., as announcer and producer.

JOHN W. BARNES, producer of CBR Vancouver, and **JANET ROE**, Vancouver Red Cross worker, have announced their engagement.

JOE DILLON, stricken and partially paralyzed some months ago, has recovered sufficiently to resume his programs on WPEN Philadelphia.

S/SGT. ANTHONY PATRICELLI, WTIC Hartford script writer now on Leyte in the Philippines, has been awarded the first prize in the *Chicago Tribune's* Mid-Western Writers' Conference open to all **LEONARD J. PATRICELLI**, program director of WTIC is his brother.

HERBERT C. PLUMMER, general news editor, has been appointed assistant chief of the OWI News Bureau to fill vacancy created when **NEIL DALTON** was promoted to directorship of the Domestic Branch. Mr. Plummer has been with the OWI since its creation June 13, 1942 and was with AP for 16 years.

ELEANOR WALLACE, former editorial assistant to **JOHN B. HUGHES**, newscaster, previously writer of *Faces and Places* on the Don Lee network and associated with KSFO San Francisco, has joined the women's department of WABC New York as writer on the *Margaret Arlen Show*.

JEAN WRIGHT, picture editor and production chief of *Click* magazine, previously with *Life* magazine, has joined NBC as picture editor. **DICK SPENCER**, whom she succeeds, has assumed special work in the press department. **PAUL H. GILBERT**, formerly with Radio Reports Inc., New York, who has been active in industrial writing and syndcation, has been added to the press department as staff writer.

DON KELLEY, assistant to **JACK VAN VOLKENBERG**, assistant manager in charge of CBS western division, will take over the special events and publicity directorshp of WBBM Chicago on Jan. 1, succeeding **SHEP CHARTOC** who will leave at that date to join MCA Chicago as radio director.

HARRY R. LUBCKE, Don Lee Broadcasting System television director, is the father of a girl.

These are but a few of the BMI-licensed titles which Dorsey has recorded. See the new BMI Record Index (by artists) for the complete listing from which to build all-Dorsey programs.

Jimmy Dorsey

We are proud to salute this young maestro whose band ranks in the nation's top ten.

Proficient on cornet, alto and tenor saxaphones and clarinet, Jimmy's alto and clarinet are featured on many of the best-selling, BMI-licensed tunes he has recorded for Decca.

I'M IN LOVE WITH SOMEONE	Dec.	18611
BESAME MUCHO	Dec.	18574
BRAZIL	Dec.	18460
MARIA ELENA / GREEN EYES	Dec.	3698
AMAPOLA	Dec.	3629
YOURS	Dec.	3657
I HEAR A RHAPSODY	Dec.	3570
ON ECHO HILL	Dec.	18362

BMI

NEW YORK CHICAGO HOLLYWOOD

Everybody wants to get into the Act!

[THAT'S ONE REASON BLUE LEADS ALL NETWORKS ON WEEKDAY MORNINGS.]

LAST July, Chicago was hotter than the hinges of hell. So what happens? At 8 o'clock one July morning, 1,250 females, steaming with excitement, storm a 450-capacity Blue studio to hear the magic voice, to ponder the fetching features of Don McNeill, MC of Blue's "Breakfast Club."

The "Breakfast Club" zooms across the U. S., goes into Canada, on a bigger network than any other current program in radio: 188 U. S. stations on the Blue, and 39 CBC stations. But unhappily for Blue's fact-finders, this happens before many Hooper Commandos are up and doing. In the CWT zone, Don McNeill is the signal for Hooper investigators to roll out of bed and get to the telephone. In the EWT area they have had an hour to get into the swing of things. When we include all zones the results are gratifying: 31% of the audience, a rating of 4.2. McNeill outpulls such lovelies as NBC's "David Harum," the "Star Playhouse"; CBS's "Valiant Lady," "Bachelor's Children," and "Bright Horizon,"—to name a few.

O.K. Now, at 11:00 A.M., EWT, up pops Tom Breneman, speaking from Sardi's in Hollywood: "Good morning, ladies!"

Back comes a roomful of dames' voices, "Good morning, Tom!" And if *all* the *Good Morning Toms* from all over the country could be recorded, it would sound like the Anvil Chorus. For CAB has just discovered (November, 1944) that the second half* of "Breakfast at Sardi's" *leads all daytime programs on all networks. It is the top daytime show.* It rates 6.8, snares 44.3% of a substantial daytime audience which records show that the Blue, with "Breakfast at Sardi's," helped build. Housewives who had switched off the tear-jerkers went back to listening when word of Sardi's got around.

* * *

Here are a couple of things about these programs we want you to know:

1. In March, 1944, Don McNeill mentioned that it might be a good idea to form a National Breakfast Club: 5,000 listeners promptly shouted "Yea!" So one Friday, McNeill says: "We will." Saturday he repeats: "We will." On Monday telegrams, telephone calls and a ton of mail arrive—100,000 applications. Fibber McGee and Molly, J. Edgar Hoover, and the mayors of twenty cities want in, among others. Two months later applications are still flooding in. More than a million by then.
2. The sponsor, an old-timer in radio, and pretty calloused to large returns, makes an offer on Sardi's requiring the investment of a dime and two box tops. Dimes and box tops come back, in a torrent. We can quote him as saying it was probably the most fantastic return in the history of radio business. And he ought to know. We can't tell you how many, but the dimes would make a pile higher than the Empire State Building. Really. Research says so.
3. In eighty-four cities, Blue has the only station in town. In these cities, the "Breakfast Club" has a Hooper of 13.8; Sardi's rates 23.8.
4. These are two of the programs that help Blue get a *bigger listening audience than any other network on weekday mornings*—a record Blue has maintained *every month this year.*

MORAL—IF BLUE CAN GET PEAK LISTENING EVERY WEEKDAY MORNING—CAN GET IT WITH WINCHELL—CAN GET AGAIN AND AGAIN—AND WITH PROVED SALES RESULTS—AND FOR *LESS MONEY*... WHAT ARE YOU WAITING FOR?

*The first half is No. 10 show.

THIS IS THE ***Blue*** *NETWORK*

AMERICAN BROADCASTING COMPANY, INC.

HERE'S WHAT
HOOPER
SAYS
about
AUGUSTA
(Ga.)

STATION	Morn.	Aft.	Eve.
WGAC	62.3	57.3	54.8
"A"	37.3	42.4	44.3
OTHER	0.4	0.3	0.9

BLUE NET
WGAC
AUGUSTA • GA.
J. B. FUQUA, VICE-PRES. & GEN. MGR.
HEADLEY-REED CO.
National Representatives

Many AM Applications Filed With FCC in Last Fortnight

Spearman Seeks a CP in Jackson, Miss.; Dyers Apply for New Ft. Lauderdale Station

MORE than a score of applications for new standard stations have been filed with the FCC during the past fortnight. Three of the applicants request power of 1,000 w while majority of petitioners request local outlets.

Spearman Files

Paul D. P. Spearman, former FCC general counsel who now is associated with the Washington law firm of Spearman, Sykes & Roberson, has 50% interest and is president of Jackson Broadcasting Co., Jackson, Miss., applicant for a new standard station on 620 kc with 1000 w and unlimited hours of operation, using directional antenna at night. His brother, John, also associated with the Washington firm, is secretary of the new company. Other half interest is held by A. B. Campbell, treasurer, affiliated with Mississippi School Supplies Co. and other office and stationer supply firms.

Gene T. Dyer and Evelyn Dyer, affiliated with operation of WAIT-WGES Chicago, stations now awaiting Commission approval of management severance [BROADCASTING, July 10] so that the Dyers would hold major interest in WAIT, control substantial interest (175 sh of total 250 sh) in Fort Lauderdale Broadcasting Co. which seeks a new standard station on 1400 kc with 250 w and unlimited time for Fort Lauderdale, Fla. Remaining interest is equally divided between attorney Dwight L. Rogers, president, and Reginold B. Martin, vice-president, who has local business interests in several Ohio towns.

O. L. (Ted) Taylor, operator of KTOK Oklahoma City and half owner of KFMB San Diego, Cal., is principal interest holder (96%) in Taylor Radio & Television Corp., San Diego, applicant for a new standard station on 1000 kc with 250 w and unlimited time. Capitol Broadcasting Corp., Charleston, W. Va., seeks 1240 kc with 250 w and unlimited time for its new standard station. Half-owner of the new company is Diamond Inc., operator of local department store, certain members of whose management own the majority of the remaining interest.

Smoky Mountain Broadcasting Co., Knoxville, Tenn., composed of local businessmen and Gary Marable, vice-president and third owner, who was to resign Dec. 9 as salesman for WBIR Knoxville, files for standard facilities of 1340 kc, 250 w, unlimited hours.

Assignment of 250 w and unlimited hours on 1240 kc is requested by Jackson Broadcasting Co., Jackson, Tenn., composed of local businessmen. President and 20% owner is P. H. Russell, major owner of Coca-Cola Bottling Works of Jackson. W. Culver White (10%), assistant to the president of the Gulf, Mobile & Ohio Railroad, is vice-president and director. General manager, and also a vice-president, is Belton O. Sullivan (12%), member of *New York Daily News* advertising department. Frank B. Caldwell (24%), president of the Jackson Second National Bank, is secretary-treasurer. Isaac B. Tigrett (10%), president of the Gulf, Mobile & Ohio Railroad, is a director. Glen Dillon (20%), director, is 49% owner of the Jackson Pepsi-Cola Bottling Co. and also has other local business interests.

Ask Albuquerque CP

Albert E. Buck and Merle H. Tucker, a partnership doing business as Rio Grande Broadcasting Co., is applicant for a new local station on 1450 kc with 250 w and unlimited time to be located at Albuquerque, N. M. Mr. Buck, special partner who will contribute $50,000, is owner and operator of the Rio Grande Steel Products Co. and president and major interest holder in Sandia Lumber Co. Mr. Tucker, for three years commercial manager of KOB Albuquerque, would be managing director of the new station.

Valley Broadcasting Assn., McAllen, Tex., composed of a score of local businessmen, files for 910 kc at McAllen with 1000 w unlimited time. Outlet would use directional antenna both day and night. Associated with the group as general manager is M. S. Niles, who is to supervise operation of the station and who was responsible for the establishing of KRGV Weslaco, Tex., which he operated until 1937.

Independent Broadcasting Co.

(*Continued on page 52*)

WJLS
BECKLEY, WEST VIRGINIA
Expands its market...*
*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).
now at 560
on the dial
CBS NETWORK
Represented by Burn-Smith

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

ALERT AND AGGRESSIVE BIG AGGIE SCORES AGAIN

Others fumble Nebraska-Minnesota Game, but WNAX is "on the ball" for a touchdown.

As the Omaha World-Herald reported it:

"Foreign" Station Airs Husker Tilt

World-Herald Lincoln Bureau

For the first time in more than 15 years, Nebraska fans Saturday had to dial outside their home state to obtain a broadcast of their Cornhusker football team.

KFAB according to representatives of the station had carried the Cornhusker broadcast for 15 or 16 years without a miss, although some of the foreign contests were (staged from telegraphic reports). WOW at Omaha had broadcast Husker games intermittently.

Both stations carried other games Saturday giving the Minnesota-Nebraska Game silent treatment. The game was carried over Station WNAX, 570 kilocycles at Yankton.

How football coaches prize them . . . these dependable performers who consistently crash through, where others falter or fumble.

Listeners prize that same dependability in a radio station . . . a big reason why WNAX is "our station" to thousands of families in Nebraska, Iowa, Minnesota, North and South Dakota.

Yes, five million folks in five states regard WNAX as one of the family . . . a friend on whose service and whose advertisers they can depend.

570 on the dial **WNAX** SIOUX CITY · YANKTON

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE -
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

HENRY R. TURNBULL, chairman of the planning committee and account executive of Duane Jones Co., New York, recently on loan to the Republican National Committee as radio director, has resumed his duties at the agency following a two-week vacation in Florida. Mark Larkin, who was loaned by the agency to the RNC as radio publicity director, has also taken up his post at the agency as publicity director after vacationing two weeks in New England.

JOHN M. WILLEM has joined the Leo Burnett Co., Chicago, as research director.

THOMAS B. SINGLETON, former vice-president in charge of sales and advertising for Murine Co., Chicago, on Jan. 1 joins Sherman & Marquette, Chicago, as vice-president.

ROBERT L. YOUNG, formerly with the Buda Co. and Albert Kircher Co., Chicago, has joined the sales staff of Tempo Inc., Chicago.

FRANK A. FORTESCUE, formerly of the Lavenson Bureau, has joined the copy division of Geare-Marston, Philadelphia.

GRANVILLE WORRELL II, has joined Gray & Rogers, Philadelphia advertising agency, as head of the research department.

EARL SHAW Jr. has joined Barnes Chase Co., Los Angeles, as production manager.

FRANKLIN BRUCK Adv. Corp. has discontinued its Hollywood production offices.

JIM McCLEERY, former account executive of Raymond R. Morgan Co., Hollywood, has joined Ken McNeill & Staff, new Los Angeles firm with headquarters at 448 South Hill St., as radio director-account executive. Edith Sweazy joins the agency as time-buyer.

KAY C. JONES, space and timebuyer as well as production manager of Glasser-Gailey & Co., Los Angeles agency, has resigned.

HUGH DAVIS, account executive and vice-president of Foote, Cone & Belding, Chicago, is the father of a boy.

QUARTERLY CONVENTION of clan closely connected with the *400 Hour*, sponsored by the Chicago & Northwestern Railway, finds this group toasting the broadcasts, now in their eighth year. Standing (l to r): Jules Herbuveaux, NBC central division program manager; M. R. Tennerstedt, NBC account executive; Donald Powers, copywriter of Caples Co., agency. Seated are: Pat Gallicchio, commentator on the early morning WMAQ show; W. E. Lawrence, NBC producer; J. E. Erickson, vice-president of the Caples Co.; and Harry Frier, advertising manager of the Chicago & Northwestern Railway.

MORGAN RYAN has resigned from Sherman & Marquette, New York, where he served as account executive on the Colgate-Palmolive-Peet account.

JOHN L. ROGERS, former product advertising manager of Vick Chemical Co., New York, and previous copy chief of Cecil & Presbrey, New York, and H. W. Kastor & Sons Adv. Co., Chicago, has joined the creative staff of Dancer-Fitzgerald-Sample, New York.

EDWIN DUERR, a radio director for Young & Rubicam, New York, has been appointed production supervisor of that agency. In the newly created position Mr. Duerr will supervise production of the *Aldrich Family*, *Molle Mystery Theatre* and *My Best Girl*. He was formerly drama instructor at Carnegie Institute of Technology, Western Reserve, and Nevada U.

KEN HODGES, producer for Ken Dolan & Co., Hollywood talent service, on NBC *Johnny Mercer's Music Shop*, has joined Ruthrauff & Ryan and is assigned to NBC *Amos 'n' Andy Show*. He replaces Dan Clark who resigned to join BBDO as Hollywood production supervisor.

RUTH JOHNSON, in charge of commercial continuity, has been made assistant time and spacebuyer of Raymond R. Morgan Co., Hollywood agency.

THE CUNNINGHAM Co., Chicago advertising agency, has merged with Hamilton Adv. Agency, Chicago, under the latter's name. New address is 221 North LaSalle St. Telephone is Randolph 7060.

E. J. (Jack) REESER, former account executive of Ruthrauff & Ryan, Detroit, has been appointed assistant advertising promotion director of the Detroit office of J. Walter Thompson Co.

JAMES C. RESOR, a graduate of Pennsylvania U. has joined the radio department of McCann-Erickson, N. Y.

HAROLD J. RUDOLPH, a director of Standard Brands, previously research executive of Colgate-Palmolive-Peet Co., Jersey City, has been appointed assistant to the vice-president in charge of research of William Esty & Co., New York.

WILLIAM H. SCHNEIDER, art director of Donahue & Coe., New York, has been named vice-president and director of all creative activities.

Crayon Co. Sponsors

AMERICAN CRAYON Co., Sandusky, effective Jan. 6 will begin sponsorship of a quarter-hour program of children's stories, featuring Malcolm Claire, on WENR Chicago. Contract for 52 weeks was placed by Triangle Adv. Agency, Chicago.

THE SUNSHINE BOYS
SPONSORED BY Colonial Stores
WAGA PRODUCED FOR 14 STATIONS

8 COWBOYS
SPONSORED BY THE SPEARMAN BREWING CO.
WAGA PRODUCED FOR 8 STATIONS

LEW CHILDRE
SPONSORED BY THE IGLEHEART DIVISION OF GENERAL FOODS
WAGA PRODUCED FOR 23 STATIONS

LIGHTCRUST DOUGHBOYS
SPONSORED BY THE BURRUS MILL AND ELEVATOR COMPANY
WAGA PRODUCED FOR 6 STATIONS

OUTSTANDING PRODUCTION
WAGA
ATLANTA
OUTSTANDING PROGRAMS
5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Blue Coordinates Program Section

Creative Operations Groups Integrated to Work as Team

HUBBELL ROBINSON Jr., Blue vice-president in charge of programs and production, last week announced a realignment of duties and responsibilities of the network's program department "to correlate and integrate more closely the work of all groups in the network that are responsible for creative operations." Various program divisions, except news and special features, will be moved to one floor to enable the units to work together as a team.

Executives working directly under Mr. Robinson are Adrian Samish, national director of programs and production; Stanley Josseloff, national director of talent and program development, and Charles Barry, national director of program operations. Mr. Josseloff is responsible for the development of new personalities, acts and programs either sustaining or for offer to advertising agencies, and will serve as liaison between the Blue and the agencies on projected shows. Mr. Barry is responsible for booking procedure and for the correlation of network operations and program department plans.

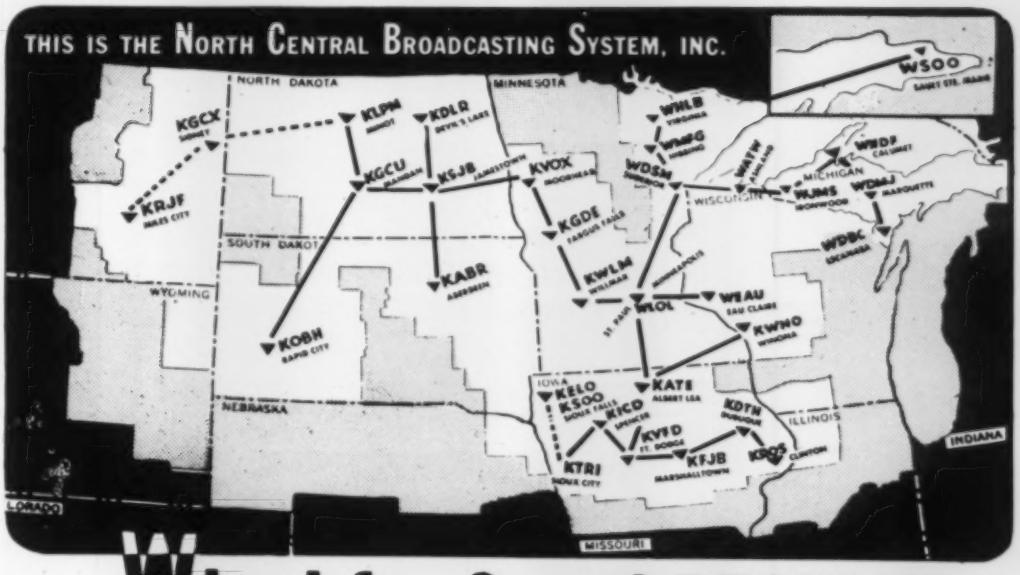
The news and special features division under G. W. (Johnny) Johnstone, the public service division under Dr. Harrison B. Summers, sports operations under Harry Wismer and the music department under Paul Whiteman will "function in the direct sphere of the programs and production departments," according to the announcement.

The continuity department under Dorothy Kemble and television under Paul B. Mowrey also come under the regrouping. Lindsay MacHarrie, eastern production chief, will act as an assistant to Mr. Samish under the new set-up, with the script division under Stuart Buchanan and the announcing division under Ray Diaz also correlated into the program and production plan.

Ben Bodec, of the radio department of J. Walter Thompson Co., New York, and formerly with Columbia Pictures and *Variety*, will join the Blue Dec. 18 as an assistant to Mr. Josseloff.

IBS Disc Library

RCA Victor Division, Camden, N. J., is supplying 11 stations affiliated with the Intercollegiate Broadcasting System with a basic library of 600 Victor Red Seal and 275 Blue Bird recordings for use in a radio advertising campaign to start the first of the year. New Victor records will be included as they are released, for broadcast in a twice-weekly, three quarter-hour spot purchased by RCA Victor on 11 IBS stations under terms of IBS postwar option plan [BROADCASTING, Nov. 13].



Wired for Sound RESULTS

NCBS is a wired network . . . with the above stations available in ANY combination or group to fit your particular needs. Your needs are sales results. And results are just what NCBS stations offer you. These stations—each one also affiliated with one or another of the national coast-to-coast networks—have proven by mail results that they can deliver MORE thorough blanket coverage of this rich area (both rural and metropolitan, combined) at LESS cost.

● **Bringing home the bacon is easy for the participating sponsors of Willette Bacon's program for women. An exclusive NCBS feature, exceedingly well-produced, this program has an extremely high audience rating. Scheduled on 18 NCBS affiliates, participation may be purchased on a 2, 3, or 5 times weekly basis. Rates on request.**

● Available for sponsorship soon . . . quarter-hour newscast at 12.15 noon CWT. The commentator featured on this series of broadcasts is a well-known columnist in the north central states. Cost of sponsorship submitted on request.

NORTHWEST'S MOST COMPLETE MERCHANDISING SERVICE

- Guaranteed distribution and display for your products in at least 1000 retail stores.
- Publicity in newspapers, leading farm magazines, newsletters, etc.
- Jobber and retail good will and confidence . . . achieved by years of NCBS cooperation.

At no charge . . . and with no minimum time expenditure involved . . . we offer this invaluable merchandising cooperation to solve your wartime sales manpower and travel shortage problems.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 0361

THE VIOLIN

. . . the "singing voice" of the symphony

Did you know the name violin was applied originally to not *one* instrument, but to a family of *four* instruments corresponding to the four human voice parts? Of this violin family, the oldest member is the viola.

Because of their special fitness for singing melodiously, violins have long been used in orchestras to carry the all-important "voice" parts.

How old is the violin?

It is difficult to say—for the violin is the result of extremely slow evolution. Ancient instruments contributing to its development include the Egyptian lyre and kithera, the medieval rebec and the fiddle of 13th Century Europe. By the early 16th Century, the true violin had emerged —and the Italian town of Cremona became famous for fine violins.

"Four and twenty fiddlers"

During the reign of Louis XIII of France, the "band of 24 violins of the King's chamber" was formed to play at court. Imitated in England in the "King's Music," the 24 violins became the "four and twenty fiddlers" of the familiar nursery rhyme.

In early symphonies, the violins were almost always playing—and you will find them still the "singing voice" of the symphony today.

THE VOICE OF THE VIOLIN—extending over a frequency range from 200 to more than 10,000 c.p.s.—has never yet been recorded commercially with absolute fidelity. But you will find that the most nearly perfect transcriptions now available are:
VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

Radio Advertisers

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., has named Chester C. Willard merchandising manager, with headquarters at 22 E. 40th St., New York.

BROWNING KING & Co., New York clothing dealers, has appointed E. T. Howard Co., New York, to handle advertising. Radio may be used, although media plans have not been completed.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started transcribed musical programs, newscasts and spot announcements on a number of Canadian stations. Account is placed by Ardiel Adv. Agency, Oakville, Ont.

O'ROURKE OF CALIFORNIA, San Francisco (Castle hats), using radio for the first time, on Dec. 6 started sponsorship of Wednesday night hockey games at Winterland, San Francisco, on KROW Oakland (Cal.). Contract for season is expected to run 15 weeks. Agency is Garfield & Guild, San Francisco.

WESTMINSTER CANNERS Ltd., Vancouver, has started spot announcement campaign on Canadian Pacific coast stations. Account is placed by Cockfield Brown & Co., Vancouver.

IMPERIAL OPTICAL Co., Toronto, has started weekly quarter-hour transcribed talks on a number of stations in eastern Canada and Newfoundland. Agency is Locke, Johnson & Co., Toronto.

CROSSE & BLACKWELL Ltd., Toronto (foods), has started transcribed spots six times weekly on a number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

VIAU Ltd., Montreal (biscuits), has started twice-weekly musical quarter-hour on three French-language stations. Account was placed by Canadian Adv. Agency, Montreal.

Elgin Xmas Show

ELGIN NATIONAL WATCH Co., Elgin, Ill. will sponsor a two-hour Christmas Day show, 4-6 p.m. on the full CBS network. Program talent will include Bob Hope, Jack Benny and Rochester, Bing Crosby, Carmen Miranda, the Don Cossack Choir, Joseph Szigetti, with Don Ameche as m.c. Tony Stanford will handle production. Elgin agency is J. Walter Thompson Co.

AMERICAN SCHOOL, Chicago (home study courses), through Culp Adv., Los Angeles, in a West Coast campaign, is sponsoring daily quarter-hour recorded musical program on KFVD Los Angeles and KROW Oakland. Weekly 30-minute program of music and news is used on KRKD Los Angeles. Other stations will be added.

M. WEINSTEIN, Los Angeles (jewelers), adding to local schedule on Dec. 2 expanded five-weekly *Gems of Music* to six times per week on KECA Los Angeles. Agency is Adolph Wenland Adv., Los Angeles.

PACKARD BELL Co., Los Angeles (radios, equipment), has appointed Dan B. Miner Co., Los Angeles, to handle advertising effective Jan. 1. Radio will continue to be used along with other media.

YOUTH FOR CHRIST Inc., Los Angeles (religious), in addition to weekly half-hour live broadcast *Challenge to Youth* on KMPC Hollywood, has started transcribed version of program on KGA Spokane and KTKN Ketchikan. Other stations will be added. Agency is Tom Westwood Adv., Los Angeles.

PETROL CORP., Los Angeles (petroleum products), has appointed Ken McNeill & Staff, Los Angeles, to handle advertising. Firm will continue to use radio and currently has daily spot announcement schedule on KNX KECA KFI KHJ KFWB KPRO KFXM KTMS KGB KFSD KMPC, with one per week on KFAC.

LOS ANGELES EXAMINER, Los Angeles (newspaper), has appointed Dan B. Miner Co., Los Angeles, to handle advertising. Radio will be used.

P. DUFF & SONS, Pittsburgh, Pa. (cake mix), on Jan. 1 starts thrice-weekly quarter-hour participation in *Meet the Missus* on eight CBS Pacific stations, Mon. Wed. Fri. 2:30-3 p.m. (PWT). Contract is for 52 weeks. Participation show originates from Earl Carroll Theatre-Restaurant, Hollywood. Agency is W. Earl Bothwell Adv., Pittsburgh. Seal-Cote Co., Hollywood (fingernail polish preserver), through Buchanan & Co., Los Angeles, on Nov. 28 started participation twice-weekly in that program utilizing Tuesday and Thursday time. Contract is for 13 weeks.

CHICAGO UNITARIAN Council, Chicago, has begun sponsorship of a quarter-hour show Sunday for 13 weeks on WAIT Chicago. Account was placed direct.

GABY Co., Philadelphia, has announced the appointment of Al Paul Lefton Co., Philadelphia, as advertising agency. Plans are being formulated for the extensive advertising of Gaby Sun Tan Lotion, Gaby Anti-Chap, Gaby Hand Lotion, and other Gaby products in radio, newspapers, national magazines, outdoor, car cards and trade journals.

Out here in the great open country, radio is more than incidental entertainment. It's the constant companion. In the Red River Valley, WDAY is the exclusive NBC outlet—and WDAY has more than 50% regular listenership (daytime) in 56 counties of North Dakota, South Dakota and Minnesota! Won't you write for the actual survey maps and figures?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

Employe Shifting Is Adjudged Unfair

WAYS Cited for Interfering With Collective Bargaining

UNILATERAL action on the part of a radio station in shifting employes and changing working conditions to avoid collective bargaining constitutes an unfair labor practice, according to the recommendations of a trial examiner of the National Labor Relations Board in a dispute between WAYS Charlotte, N. C., and transmitter technicians of the International Brotherhood of Electric Workers.

The examiner, Charles E. Persons, in an intermediate report dated Nov. 29 (Case No. 5-C-1794), found that the station, after receiving an order by the NLRB certifying the IBEW as the appropriate bargaining unit, rearranged its operations and its personnel with the result that the majority representation formerly enjoyed by the union was lost.

In support of his findings, the examiner cited a decision of the U. S. Supreme Court upholding Board rulings that in the absence of special circumstances a certification of representatives must be honored for a reasonable period (Franks Bros. Co. v. NLRB, 321 U. S. 702, 704). In this decision the Court said:

> The Board might well think, that were it . . . (to) order elections upon every claim that a shift in union membership had occurred during proceedings occasioned by an employer's wrongful refusal to bargain, recalcitrant employers might be able by continued opposition to union membership indefinitely to postpone performance of their statutory obligation. That the Board was within its statutory authority in adopting the remedy which it has adopted to foreclose the probability of such frustrations of the Act seems too plain for anything but statement.

In his conclusions, the examiner found that the IBEW local became the exclusive representative on May 3 of the employes at the station's transmitter and has continued to be such; that by refusing to bargain since that time with the local and by interfering with its employes in the exercise of their rights under the National Labor Relations Act, the station has engaged in unfair labor practices.

The examiner recommended that WAYS be directed to cease and desist from refusing to bargain with the union and that it take affirmative actions to recognize the union and upon request, negotiate with it. The parties were given 15 days for filing briefs and opportunity for requesting oral argument before the Board before the final ruling is made.

ANPA Plan Endorsed

IN LESS than four weeks after the American Newspaper Publishers Assn., Bureau of Advertising, asked its members to approve an expanded schedule of activities and a budget increase from $400,000 to $1,000,000 a year, the Bureau reports that more than 40% of its members had replied and of that number 93% had accepted the plan without qualification. Establishment of a retail advertising department is one of the major features of the plan.

Hayes Named by OWI

ARTHUR HULL HAYES, general manager of WABC New York, has been named Office of War Information regional consultant for New York by John D. Hymes, associate chief, OWI Domestic Radio Bureau. He succeeds Herbert L. Pettey, director of WHN New York.

WHAM

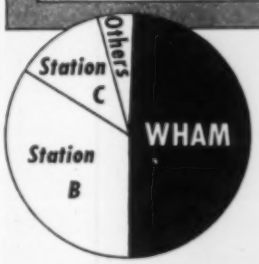
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5—OCTOBER 27

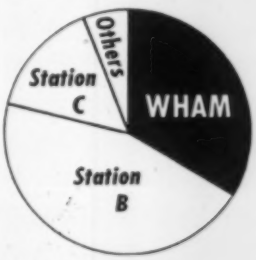
TECHNIQUE TELEPHONE COINCIDENTAL



Morning

8:00 A.M.—12 NOON
MONDAY-FRIDAY

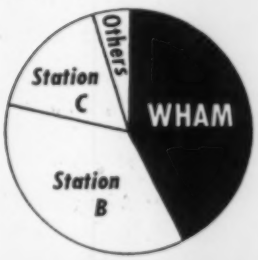
WHAM	49%
Station B	34.7%
Station C	11.7%
Others	4.6%



Afternoon

12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	32.8%
Station B	45.7%
Station C	15.7%
Others	5.8%



Evening

6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	42.7%
Station B	36.3%
Station C	16.5%
Others	4.5%

Plus Coverage of all of Western New York

50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

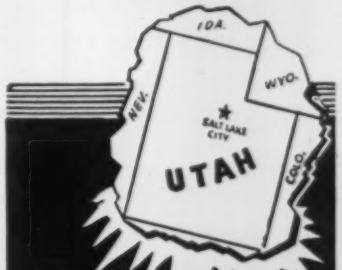
WING

Dayton, Ohio

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

WEED & CO National Representatives

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

National Representative

JOHN BLAIR & CO.

PRIZE WINNERS*

in

ARTHUR B. CHURCH PRODUCTIONS

Transcribed Library Name Contest!

FIRST PRIZE

$500.00 WAR BOND

Bayliss Corbett
Radio Station WNAX
Sioux City, Iowa
For the name "Tune Chasers"

RUNNERS-UP

$25.00 WAR BONDS

Pfc. Maurice Glickman
San Diego 40, California
and
Harriet M. BeLille
Compton Advertising Co.
New York City
For the name "Merry Music Makers"

★

Donald B. Harter
Lever Brothers Company
Cambridge, Mass.
For the name "Novelty Minstrels"

★

Louis H. Roth
National Contest Bulletin
New York City
For the name "Music Venders"

★

Rae Ellbroch
Franklin Bruck Adv. Agency
New York City
and
W. F. Ludgate
Radio Station KWK
Ferguson, Missouri
For the name "Rondoleers"

ALSO-RANS

$25.00 WAR BONDS

Joe Leonard, WNOX, Knoxville, Tenn.
Gus K. Bowman, Byers & Bowman Adv. Agency, Columbus, Ohio
Helen M. Caulfield, Dancer-Fitzgerald-Sample, New York City
Eleanor Butler, Columbia Broadcasting System, New York City
Herbert C. Rice, National Broadcasting Company, New York City
Roy Murray Schwartz, Waterbury, Conn.
Saul Reiss, Brooklyn, N. Y.
C. J. Woodworth, United Broadcasting Co., Cleveland, Ohio
Philip C. Kolb, Levy Brothers & Adler Rochester, Rochester, N. Y.
R. Bruce, Waltham Watch Co., Waltham, Mass.
William A. Arter, Jaeger Machine Co., Columbus, Ohio
J. B. Milgram, John F. Toomer, Inc. Brooklyn, N. Y.
Miss M. E. Lucas, Citrus Products Co., Chicago, Illinois
H. S. Kelliker, Cleveland, Ohio
H. R. Fisher, the Piso Co., Warren, Pa.
G. M. McCulloch, Caples Co., Omaha, Neb.

FINAL JUDGES

B. L. Hupp, Chairman of Board
Loose-Wiles Biscuit Co.

W. J. Krebs, President
Potts-Turnbull Advertising Co.

Murrell Crump, President
Kansas City Advertising & Sales Club

ANNOUNCEMENT

to be made in January of name to be used by library, along with information as to its availabilty—by

ARTHUR B. CHURCH PRODUCTIONS
Pickwick Hotel, Kansas City 6, Mo.

* Prize Winners increased to 23 because of many fine suggestions received.

Many Applications

(Continued from page 46)

has filed for a new station in Des Moines on 940 kc, to operate unlimited time with 1,000 w day and 250 w night. John W. Boler, major owner of North Central Broadcasting System and president and part-owner of KVOX Moorhead, Minn., as well as treasurer and part-owner of KSJB Jamestown, N. D., has option to purchase a minor interest in the new company. John Ruan, operator of Ruan Transportation Co., is vice-president and 23½% owner. Edwin F. Buckley, treasurer and holder of 23½% interest, is president of the Central National Bank of Des Moines. Joseph F. Rosenfield, attorney, is secretary and also holds 23½% interest as does Kenneth L. Durham, president of Rollins Hosiery Mills. Robert W. Root, associated with Ruan Transportation, is 6% owner. Option to purchase 5% interest is held by John Urice.

J. E. Rodman, operator of KFRE Fresno, Cal., seeks new local outlet at Bakersfield, Cal. on 1340 kc with 250 w and unlimited time. He has also requested permission to shift KFRE from 1340 kc to 1060 kc, increasing power from 250 w to 1000 w. Eastern Radio Co., Reading, Pa., requests local facilities on 1240 kc with 250 w and unlimited time. President of company is Murray Carpenter. J. A. Grieg is secretary-treasurer and Betty W. Landon is vice-president. Each holds a third interest. Frequency of 1400 kc is sought by Arkansas Democrat Co., publisher of the *Arkansas Democrat*, in its petition for a new local at Little Rock. Power of 250 w and unlimited hours are asked.

Maj. Reynolds Files

The Times-Publishing Co., Erie, Pa., is applicant for a new local on 1490 kc with 250 w and unlimited time. Donald W. Reynolds, now a major in the Army in charge of *Yank* magazine in the Southwest Pacific, requests a new outlet for Fort Smith, Ark., on 1230 kc with unlimited time and 250 w. Prior to entering the service he was in the newspaper publishing field. A 100 w outlet with unlimited hours on 1490 kc is requested by Southside Virginia Broadcasting Corp., Peters, Va. Company is controlled by Louis H. Peterson, president (48%), owner and operator of the Bowman Co., advertising agency, and Jonas Weiland, vice-president (48%), operator of WFTC Kinston, N. C.

John M. Spottswood, Key West, Fla., former Naval purchasing agent and recently discharged from the Army Quartermaster Corps, seeks standard facilities of 250 w on 1340 kc with unlimited hours of operation. Daytime hours on 730 kc with 250 w are requested by Western Carolina Radio Corp. for a proposed outlet at Shelby, N. C. Lee B. Weathers, president (17%), is associated with operation of Star Publishing Co., which publishes the *Shelby Daily Star*. Jean W. Schenck, vice-president (3%), is major owner of Lilly Mills Co., thread and yarn manufacturer. Holt McPherson, also associated with Star Publishing, is secretary-treasurer (17%). Star Publishing holds 15% interest and Henry Lee Weathers, now in the Navy, 11%.

Air Capital Broadcasting Co., Wichita, Kan., has filed for a new local outlet on 730 kc with 250 w and unlimited time. President and 22½% owner is Vernon Walling, farmer and general manager of a local lumber concern. Lynn R. Broderick, vice-president (55%), is a collector of internal revenue and is associated with publishing of *Marysville Advocate Democrat*. Remaining interest is held by H. M. Jones, also local businessman.

Wayne M. Nelson, operator of WEGO Concord, N. C., requests a new standard station for Charlotte, N. C., to use frequency of 1410 kc, WEGO present channel, with 250 w and unlimited hours. In accompanying application Mr. Nelson requests construction permit to change frequency of WEGO from 1410 kc to 1200 kc.

WKIP Assignment

WKIP Poughkeepsie, N. Y., has filed with the FCC an application for assignment of license from Poughkeepsie Broadcasting Corp., now controlled 100% by Poughkeepsie Newspapers Inc., to the newspaper concern. No money is involved in the shift, which eliminates the subsidiary corporation.

WMBD
COVERS ALL BUYING GROUPS
Chicago 169 mi.
St. Louis 182 mi.
METROPOLITAN
INDUSTRIAL
AGRICULTURAL
PEORIAREA
POPULATION
614,200
NO RECONVERSION IN PEORIAREA
Peacetime products of Peoriarea factories and peacetime produce of Peoriarea farms have been diverted to war use. Their reconversion to peace channels presents no problem. An outstanding market now—an even better market in peace.
COMPLETE ONE-MEDIUM COVERAGE
WMBD blankets rich, responsive Peoriarea. Average listenership to WMBD constantly increases—is now 56.3%—more than twice as great as the second station in the area. You must use WMBD to reach Peoriarea.
WMBD
PEORIA BROADCASTING CO.
PEORIA 8, ILLINOIS

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

In planning your radio or facsimile "newspaper" avail yourself of the FINCH PATENT STRUCTURE

Anyone planning a radio or facsimile edition of a newspaper is invited to study the opportunities given by patents issued to Finch relating to radio communication, especially those here shown.

Study These Patents on Finch Facsimile

1,932,579
Re. 19,575
of
1,985,654
2,008,389
2,032,558
2,034,015
2,036,128
2,047,863
2,048,604
2,049,169
2,051,511
2,051,693
2,057,773
2,060,778
2,063,870
2,066,261
2,066,262
2,066,463
2,067,181
2,069,061
2,071,227
2,075,604
2,082,692
2,083,160
2,089,846
2,095,929
2,097,392
2,098,802
2,100,161
2,106,245
Des. 108,281
Des. 108,282
2,108,983
2,109,109
2,109,627
2,110,548
2,118,917
Re. 20,767
of
2,061,457
2,123,721
2,133,811
2,136,209
2,136,789
2,141,973
2,141,974
2,141,975
2,145,717
2,149,136
2,152,348

Finch Facsimile broadcasting licenses have been issued to the following:

WLW	Cincinnati, Ohio	Crosley Radio Corp.
WOR	Newark, New Jersey	Bamberger Broadcasting
WGN	Chicago, Illinois	WGN Inc., Chicago Tribune
WHO	Des Moines, Iowa	Central Broadcasting
WSM	Nashville, Tenn.	National Life & Ins. Co.
KSTP	St. Paul, Minn.	National Batteries Broadcasting
WWJ	Detroit, Mich.	Detroit News
WSAI	Cincinnati, Ohio	Crosley Radio Corp
WCLE	Cleveland, Ohio	Cleveland Plain Dealer
WHK	Cleveland, Ohio	Cleveland Plain Dealer
WOKO	Albany, New York	WOKO Inc.
W8XAL	Cleveland, Ohio	Crosley Radio Corp.
W8XAN	Jackson, Mich.	Sparks Withington Co.
W8XIR	Cleveland, Ohio	Crosley Radio Corp.
WGHF (FM)	New York, New York	W. G. H. Finch
W2XUP	New York, New York	Bamberger Broadcasting
W8XNU	Cincinnati, Ohio	Crosley Radio Corp.
W8XNT	Cleveland, Ohio	Cleveland Plain Dealer
W8XWJ	Detroit, Mich.	Detroit News

BROADCASTERS:

You are cordially invited to use the services of our advisory committee on Facsimile Publishing, George Henry Payne, chairman.

Manufacturing Licenses

Non-exclusive licenses to make, use and sell Facsimile equipment under Finch patents have been granted to certain concerns in The United States and many foreign countries, including:

ENGLAND
FRANCE
AUSTRALIA
SOUTH AFRICA
PORTUGAL
ITALY
BRAZIL
INDIA
TURKEY
CHILE
RUSSIA
CHINA
SWEDEN
SPAIN

FINCH TELECOMMUNICATIONS, INC.
PASSAIC, N. J.

Automatically synchronizing

finch facsimile

Our Respects to

(*Continued from page 40*)

assets of C. Francis Jenkins, whose Washington video transmitter in 1925 had made the first successful telecast in the United States. In 1929 DuMont was given the task of erecting television stations at Jersey City and Passaic. The Passaic station, W2XCD, was the first to broadcast sight and sound together, a pioneering step which brought DuMont a prompt reprimand from the FCC for his unauthorized use of an experimental sound channel for picture accompaniment. Also at Passaic the first direct camera pickup was developed by mounting a lens in front of the rotating disc then used for scanning, permitting the transmission of outdoor as well as studio subjects.

When the DeForest company went out of business in 1931, DuMont decided the time had come to go into business for himself. Using the basement of his home in Upper Montclair, N. J., as a workshop, he launched Allen B. DuMont Laboratories Inc. to develop and manufacture cathode ray tubes for use in television receivers. This market proving too limited at that time, he experimented with other uses, developing oscillographs for testing electrical apparatus, as well as tubes for radio compasses, direction finders, depth measuring instruments and a wide variety of industrial uses.

The cathode ray tube which young DuMont developed is fundamental in visual radio, and is playing an important part in such services as television and the miraculous radar. He relates that when he sought to patent his "radar" system in 1933 military officials persuaded him not to disclose information of such military importance by placing it on public record at the Patent Office. In 1939 when radar developments had become generally known to radio scientists, DuMont decided to file the application prepared in 1933, only to find that a French patent, filed in 1937, covered enough of the same ground to render his own application useless.

Outgrowing his home plant, he took a store in town, expanded into a chain of five adjoining stores and then moved the organization into its own building at Passaic, the first of a dozen or more buildings it now occupies at Passaic and Clifton. The company's growth as pictured by sales figures goes from $70 in 1931 to $176,200 in 1940. Defense orders pushed sales to $648,028 in 1941 and war orders, with which it is now exclusively engaged, to $4,648,300 last year and an anticipated $10,000,000 this year.

Meanwhile, television was not forgotten. Experiments with video circuits and tubes were under way almost constantly from 1931. Against the opposition of larger broadcasting interests which attacked his financial status and his lack of broadcasting experience, DuMont secured a license for an experimental video transmitter at Passaic in 1938. That same year he brought out his first line of home television receivers, beating the first cathode ray tube set to the market. A European trip in 1937, during which he saw what the British were doing, had strengthened his belief in the future of television broadcasting and his determination to play a part in it.

Enter Paramount

In August of 1938 Paramount Pictures acquired a sizable stock interest in the company. In 1940 a second experimental television station, W2XWV in New York was built. This station now operates under a commercial license, with the call letters WABD, telecasting regular programs each Sunday, Tuesday and Wednesday evenings, and has recently opened its second studio, permitting a greater flexibility of operation.

WABD's outstanding contribution to the development of television broadcasting lies in its policy of placing its facilities at the disposal of program producers and advertising agencies wishing to experiment with the production of commercial programs. During the past year more than a score of organizations have gained valuable television experience through the cooperation of the DuMont station. For this contribution, DuMont was presented with the 1943-44 award of the American Television Society.

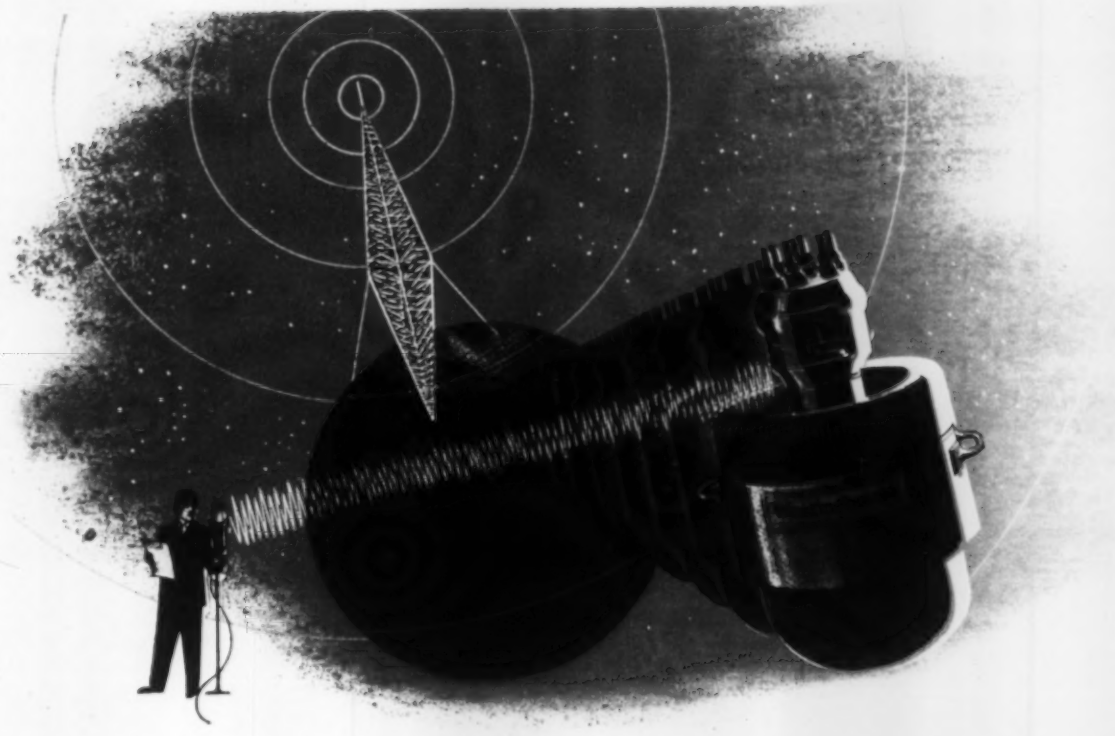
DuMont engineers have also done their share of postwar planning, both on transmitting and receiving equipment which will go into production as conditions permit.

Married in 1926 to Ethel Steadman, DuMont is the father of two children, 15-year-old Allen B. DuMont Jr. and 7-year-old Yvonne. An enthusiastic golfer until the war deprived himself of the time, he now spends most of his leisure hours aboard his cruiser, the world's first television-equipped boat. This also enables him to get in a lot of swimming, a sport at which he won a number of medals during his school days when he was a member of the swimming team.

DuMont is a fellow of the Institute of Radio Engineers, American Institute of Electrical Engineers, Radio Club of America, Television Society of London, and Sigma Xi.

L&M Replacement

LIGGETT & MYERS Tobacco Co., New York this week starts *Chesterfield Supper Club*, musical variety program as a replacement for *Chesterfield Music Shop* with Johnny Mercer on 137 NBC stations Monday through Friday, 7-7:15 p.m. Martin Block leaves his announcing duties on Chesterfield's *Music That Satisfies* on CBS, to serve as m.c. on the new show, but will continue to produce the latter program, Bill Slater taking over as announcer. Regular artists on *Supper Club* will be Ted Steele's orchestra, Mary Ashworth and Perry Como, vocalists. There will be guest stars each week starting with Jimmy Savo. Agency is Newell-Emmett Co., New York.



CONSIDER *Signal Fidelity*

WHEN YOU SELECT A NEW TRANSMITTER

In selecting your new transmitter, consider clarity, tone, high fidelity—all basic essentials for good broadcasting. The radio audience can't possibly hear your signal any "sharper" than you send it.

The new Westinghouse Transmitters have been designed for faithful reproduction of any type of program over the entire range of frequency and percentage of modulation. Specifically:

1. *Equalized Audio Feedback System* helps to strengthen the inherent high fidelity of the audio and modulation circuits.
2. Simplified Class C circuits permit easy adjustment of transmitter for continuous, high-fidelity output.
3. Low carrier noise by use of generous filtering of rectifier supplies proper shielding.
4. Conservative design and operation permits wide range of loading and modulation at high fidelity.

Supporting data on all these features will be furnished gladly, along with detailed facts on other Westinghouse advantages, such as: ***Low Operating Cost, Simplicity of Control, Continuity of Operation, Ease of Maintenance.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-08077

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

A M • E L E C T R O N I C S • F M

MODERN RADIO IN THE FAR NORTH

Dave Driscoll Tells How Jazz-Happy GIs Miss Commercials on AFRS Programs

By DAVE DRISCOLL

Director of the War Services and News Division, WOR New York. Mr. Driscoll, as a correspondent for Mutual, has just returned from an Air Transport Command trip to the Far North.

TO THE GI and the civilian alike, radio is all important in the far north. A recent tour of the bases of the North Atlantic Division of the Air Transport Command gave us an opportunity to see at first hand what modern communications mean to those living in isolated sections of the world.

At Army installations and ATC bases in Newfoundland, Labrador, Greenland and Iceland, radios supplied by Special Services were found in every barrack. Generally they were tuned to a broadcasting station operated on the base for the entertainment of the GI. Many of them, however, were found with their dials set on shortwave stations of the U. S. and Great Britain. The local GI station and the transmitter of the Iceland State Broadcast Service at Reykjavik were the most reliable, for in the north, the Aurora Borealis plays havoc with shortwave signals.

Programs by AFRS

Army transmitters are programmed by Armed Forces Radio Service and by the local station staff. BROADCASTING readers are familiar with the type of material contributed by Armed Forces Radio Service—basically popular American commercial shows with commercials deleted. The boys are jazz-happy even though there were less than a dozen girls—Red Cross workers and Army nurses—to dance with. At that particular base, designated as BW-1 on the southern tip of Greenland, the transmitter of WXLS was programmed by Sgt. Donald Arnold, former announcer at WGNY Newburgh, New York. Interviewed one night, the sergeant had this to say about his station which operates with 1,000 w power.

"Greenland with its 750,000 sq. mi. of rock and ice and a native population of something like 18,000 has two Army stations, the other is located at a base farther north. Both operate to serve the GIs on the bases and in the remote weather outposts where the only communication with the world at large is through the radio.

"The majority of our programs are composed of the Armed Forces Radio Service material, but we are trying to present as much local talent as we possibly can. And this is something that should be of great interest back home—the GIs around here miss the commercial plugs in our shows!"

INTERVIEWING Sgt. Don Arnold (r) at an ATC Base BW-1 on the southern tip of Greenland is Mutual correspondent Dave Driscoll, also WOR New York director of war activities, author of this article.

Visitors to Iceland are dumbfounded by the complete radio facilities, both long and shortwave, to be found there. The shortwave transmitter has beams to New York, London, Germany and the Scandanavian countries. However, it is the longwave transmitter that is most astounding.

All radio in Iceland is under the direction of the Iceland State Broadcast Service, Jonas Thorbergsson, general director. The longwave station operates on 100,000 w in peacetime, although its power has been cut during the war for security and operational reasons. Few people in the world are more dependent on radio than the Icelanders. The country is large and the settlements are scattered around the coasts and cut off from one another by mountains, which often are impassable during the winter months. Since there are no railroads in Iceland, winter transportation is extremely difficult. With the introduction of broadcasting, every remote valley has thus been brought into the high tide of civilization. A large proportion of the Icelandic nation depends upon the sea for sustenance both in merchant ships and fishing vessels. Radio has been instrumental in keeping those at sea in close touch with land.

When the broadcast service was established in 1930, there were practically no radio receivers in Iceland. But on July 1, 1943, there was roughly one set for every five persons. The annual license fee is 50 kronur, or about $4.50 a year. Unlike the BBC and certain other government operated systems, the Iceland station is permitted by law to sell commercial time. Spot announcements are the most popular buys.

The Iceland Station annually transmits about 2400 hours of program material. Content is similar in character to the programs on the other Scandanavian countries. Special emphasis is put on rendering an efficient and reliable news schedule. The station organized its own news gathering service.

Icelanders are one of the most well educated people on earth, and therefore it is only natural to find that they emphasize education by radio. Four languages, for example, are being taught via the airwaves.

Wish for a market about twice as good* as the rest of the country, *in peacetime as well as wartime.*

Wish for a medium that will cover this market, completely and economically, at the same low rate for national, regional and local advertisers.

Then stop wishing and start planning to use WDRC in the rich Hartford market.

Here postwar wishing becomes a reality, with a made-to-order market and medium for your advertising efforts.

Connect in Connecticut by using WDRC!

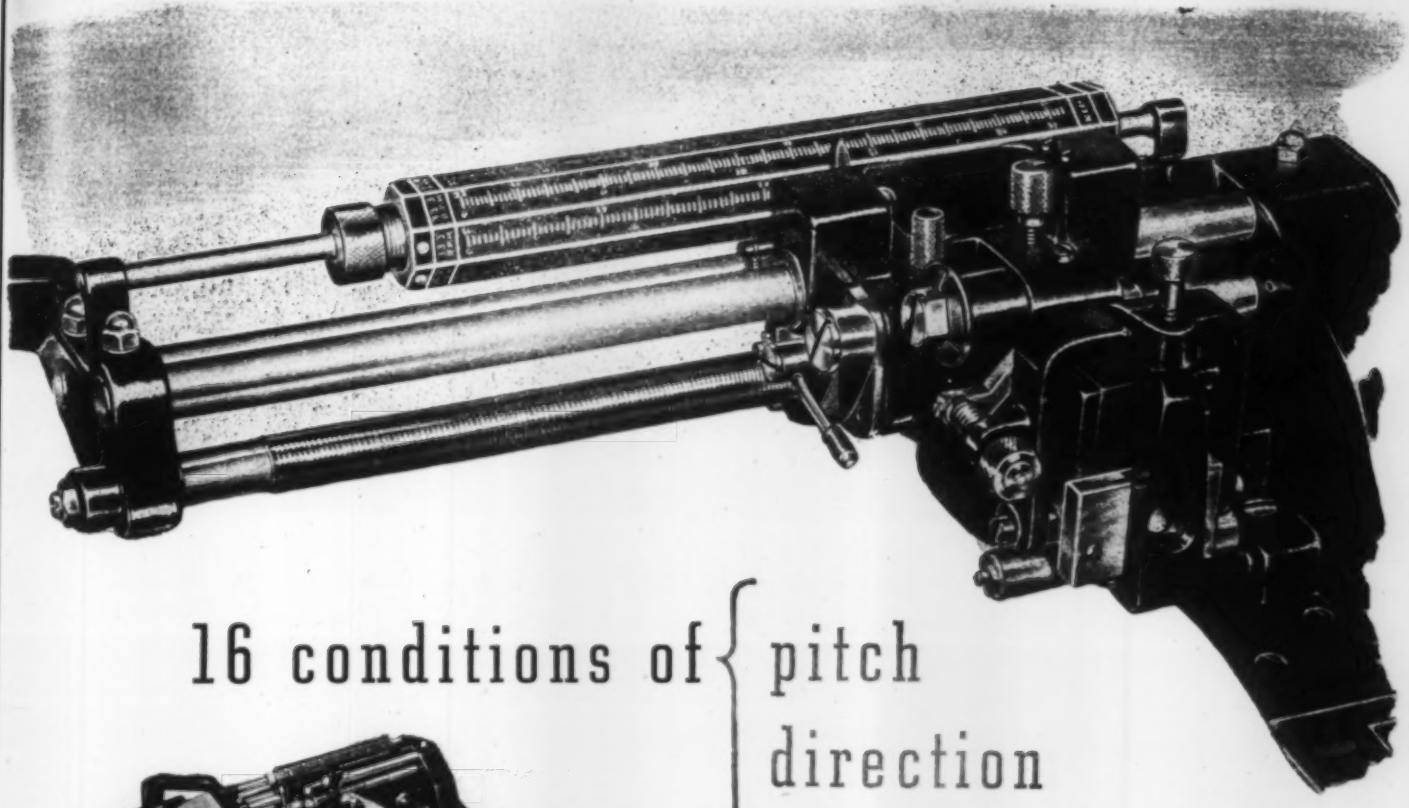
★ Pre-war and in war, Hartford has about doubled the average Effective Buying Income per family in the U. S. A. Send for WDRC Market Study.

1 COVERAGE 2 PROGRAMS 3 RATE — GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

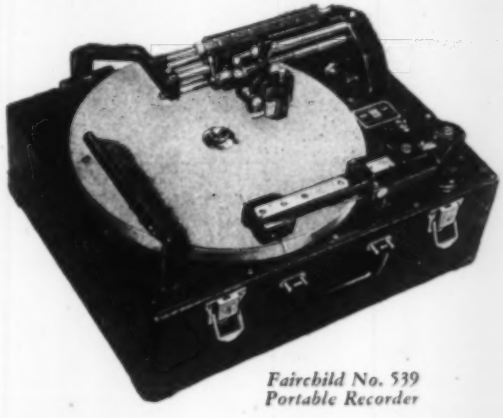
BASIC CBS
CONNECTICUT'S PIONEER BROADCASTER
Represented by Raymer

SOUND EQUIPMENT—*precisionized*—**mechanically and electronically**—*for finer performance*



16 conditions of { pitch / direction / speed

...*with one lead screw*



Fairchild No. 539
Portable Recorder

You have a choice of four pitches: 98, 118, 141 and 161 lines per inch; either of two directions: In or Out; and either of two speeds: 33.3 rpm or 78 rpm. Sixteen conditions in all provided by *one* lead screw and its simple related mechanism on a Fairchild No. 539 Portable Recorder.

Other recorders require *eight* separate feed screws to obtain equal flexibility.

The Fairchild recording head mechanism is easily operated. The octagonal reading scale is mounted directly in back of the carriage mechanism. It is calibrated in minutes for each pitch, speed, direction. It shows the minutes of recording completed, the minutes remaining. It is set by rotating the scale until the required conditions appear at the top.

Pitch is selected by snapping one of four gears into place. Direction is controlled by the movement of a lever. All without the use of a single tool.

The Fairchild No. 539 Portable Recorder is built with long practiced precision skill to meet the exacting demands of radio and communications for studio-quality recording in the field. Descriptive and priority data are available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88 - 06 Van Wyck Boulevard, Jamaica 1, N. Y.

SOUND EQUIPMENT

Fairchild **CAMERA**
AND INSTRUMENT CORPORATION

Time is *money,*

IF

Radio Broadcasting has given a new and dramatic meaning to the familiar admonition, "Time Is Money." And we don't mean "money" to the broadcasters only.

Time is money to advertisers IF a station will make it so. At WMMN that is our Ace job—making time worth money to a host of local and national advertisers. We do it by programming to the folks we know and who make us one of America's Finest Direct Response Audiences.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

There are more broadcasts of a political nature, such as discussions direct from the Althing, or Parliament, than in any of the other Scanadanavian countries. Incidentally, the programs are supervised by a program council, consisting of 5 members chosen by none other than the Althing itself. The Minister of Education appoints one of them chairman.

The station has all manner of modern equipment including portable recorders, which can be rushed to any point for documentary broadcasts and interviews. Your correspondent had a good example offered of the Icelandic radio efficiency when he had a portable recorder delivered and set up in the American Minister's home in Reykjavik, for an interview with the Icelandic Prime Minister, in less than 30 minutes.

A conversation we had with the Icelandic Director of Information, Bjarni Gudmundsson, about the dubbing of recordings would have astounded the best dubbers in the United States.

Speaking of radio in the far north, let's really give a bow to the men of the Army Airways Communications Service without whom there would be no Army transport flying or ferrying of tactical planes over the tremendous expanses of water, ice and mountains.

KWBU Corpus Christi, Tex. has appointed The Branham Co. as national representative effective Jan. 1.

Edgar Bell Seeks Station in Peoria

Applies for 1 kw Unlimited Directional on 1350 kc.

EDGAR T. BELL, veteran newspaper and radio executive of Oklahoma City last week applied to the FCC for a new station in Peoria, Ill., which he would operate as a personal enterprise. Mr. Bell is business manager and secretary-treasurer of the Oklahoma Publishing Co. and is the managing head of WKY Oklahoma City, KLZ Denver, affiliated with the Oklahoma Publishing Co. ownership, and KVOR Colorado Springs, in which he is a one-third owner.

The Peoria facility sought is 1350 kc, with 1,000 w unlimited time using a directional. The application was filed by Mr. Bell as an individual, rather than through a company. Since 1915 Mr. Bell has been identified with Oklahoma Publishing Co. and in 1928 WKY was acquired as the first of the radio properties.

Mr. Bell is well-known in both radio and newspaper circles. While Peoria has only one station—WMBD—there are two other applications pending for facilities. Head of WMBD is Edgar L. Bill. WMBD is a CBS outlet, and the new Bell application states that conversations have been had with NBC regarding affiliation.

Toothpowder Promotion Is Revamped by Colgate

COLGATE - PALMOLIVE-PEET Co., Jersey City, which starts the hour-long Kay Kyser program on 138 NBC stations 10 p.m. Dec. 2 for Palmolive Soap and Colgate Dental Cream, is readjusting its radio advertising for another product—Colgate Toothpowder—on the same date, with the discontinuation of *Inner Sanctum* on 123 CBS stations Wed., 9-9:30 p.m. Nationwide spot campaign for toothpowder starts this week, augmenting promotion on *Colgate Theatre of Romance* on CBS Tues., 8:30-8:55 p.m.

Less than a week before the Kay Kyser sponsorship was announced, C-P-P had shifted *Sanctum* from Palmolive Shave Cream through Ted Bates Inc. to Colgate Toothpowder through Sherman & Marquette, moving to Wednesday from Saturday 8:30-8:55 p.m., Nov. 22, the last minute change in plans to drop the show evidently dictated by the taking on of the big-budget musical show. The previously scheduled spot radio drive for toothpowder starts Dec. 14, including transcribed spots from five to six times weekly on 193 stations. Agency is Sherman & Marquette, New York.

Sues Jergens

ANOTHER suit charging slander was filed last week in Circuit Court in Chicago against the Andrew Jergens Co., Cincinnati, sponsors of Walter Winchell on the Blue Network, by George Washington Robnett, executive secretary of the Church League of America.

DICK DAVIS TO WELI, NEW HAVEN

Appointed General Manager

New Haven, Conn., Dec. 11—H. C. Wilder and Associates, owners and operators of radio stations WSYR, Syracuse, WTRY (Albany-Troy-Schenectady), WKNE, Keene (N. H.-Vt.) and WELI, New Haven, announce the appointment of Richard W. Davis, formerly General Manager of WNBC, Hartford, Connecticut, as General Manager of Station WELI effective immediately.

Born in Springfield, Massachusetts, thirty-three years ago, Mr. Davis attended the schools of that city and the University of Alabama.

Although young in years he is a veteran radio man. His start in the industry came when he was yet in his teens by participating in a public service program over WBZ. His entire management experience and business background have been built in Connecticut, and he is an authority on Connecticut markets.

He said later: "I have never lost interest in public service broadcasting and this has been one of my major sources of pride."

For three years Mr. Davis was program director of WMAS, Springfield, and in 1935 became General Manager of WNBC, New Britain, Connecticut, which went on the air as a 250 watt daytime independent outlet. Under Davis' direction the station became one of the most progressive in New England.

Mr. Davis is a director of the Hartford Chamber of Commerce and has been active in civic affairs. His chief hobby is his wife and two lovely blonde daughters, 5 and 8—the pride and joy of the Davis household.

Dick Davis is taking over his new duties immediately. He is receiving a flood of congratulations from the whole radio industry.

Late Registrations

AST minute registrations for the BA convention Dec. 11-12 at the ommodore Hotel, New York, in ddition to the list on pages 24-28 llow:

ul C. Harper, Leo Burnett Co.
. Beard, Radnar, Pa.
thur E. Newlon, Stromberg-Carlson Co.
l Gamble, Television Producers Assn.
Johnson, Motion Picture Advertising Service.
G. Pacent, Pacent Engineering Corp.
uis E. Schecter, Times Theatre, Baltimore.
H. Bell, General Electric Co.
dward C. Cole, Yale U., drama dept.
F. Schmidt, T. F. Joyce, Dan Halpin, RCA Victor.
J. Mosby, KGVO.
S. Sanabria, American Television Labs.
ger W. Clipp, E. B. Obrist, L. E. Littlejohn, WFIL.
gory L. Irsky, Michael Z. Wysotzky, Soviet Government Purchasing Commission.
rman E. Kal, Kal Adv. Inc.
rederic Ullman Jr., Ralph B. Austrian, Thomas H. Hutchinson, RKO Television Corp.
A. Wynne, WEED.
harlotte B. Chadwick, R. T. O'Connell Co.
rman D. Israel, Emerson Radio & Phonograph Corp.
L. Best, T. T. Cook, J. M. Shaw, W. M. Reynolds, F. M. Ryan, P. C. Mabon, J. O. Perrine, F. A. Cowan, A T & T Co.
B. Clark, D. A. Quarles, Ralph Bown, Washington Institute of Technology.
avid Wald, S. Weinberg, Mark Glaser, Dewald Radio Mfg. Corp.
an E. Wooldridge, Bell Telephone Labs.
ra Lee, NYC.
sephine Lyons, BBDO.
A. Scheick, Bausch-Lomb Optical Co.
ger M. Wise, Dr. R. M. Bowie, Sylvania Products.
arl Knipe, Anderson, Davis & Platte.
hester MacCracken, John A. Mullen, Doherty, Clifford & Shenfield.
G. Sisson, Pedlar & Ryan.
A. D. Chiquoine Jr., BBDO.
eorge P. Slockbower, L. Bamberger & Co.
M. Daugherty, International Detrola Corp.
Edward White, Eastman Kodak Co.
ert Hanauer, WFBR.
ohn F. Royal, NBC.

Still on 100 w

EDITOR BROADCASTING:

On Page 68 of your Nov. 20th issue, reference is made to CJCH being one of the three new Canadian stations to go on the air during the first half of November, with a power output of 1 kw."

While we do have authorization to operate at 1 kw, we are temporarily operating at 100 w pending receipt of equipment, which we hope will be in the very near future. It may not be necessary to correct the reference, but we wish to bring it to your attention and thus avoid possible misrepresentation.

M. J. HUMPHREYS, *Manager*
CJCH Halifax, N. S.

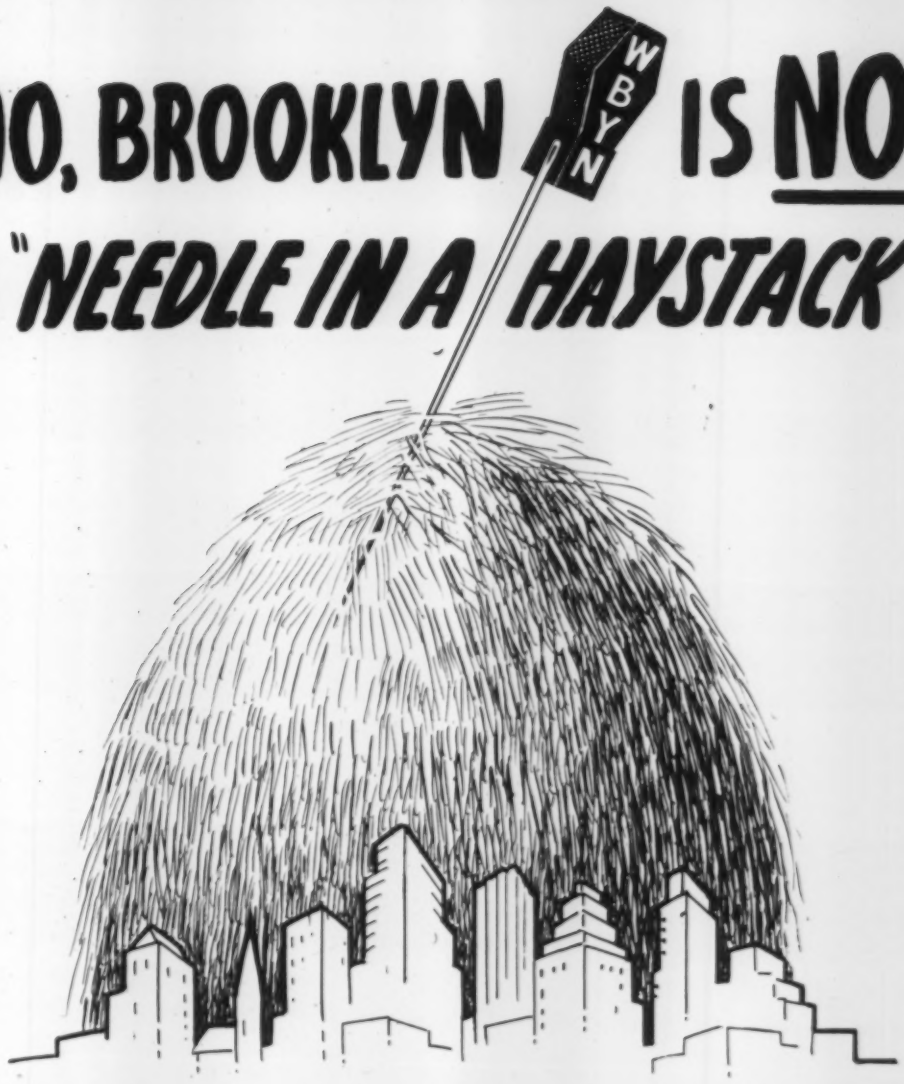
Wilson to Sponsor

WILSON Sporting Goods Co., Chicago, will sponsor on the Blue Network the national professional football championship game between the Green Bay Packers and the winner of the eastern title. Harry Wismer, Blue sports head, will broadcast the game on either Dec. 17 or Dec. 24, depending on the results of the Dec. 10 game which will decide the eastern title winner. Agency is U. S. Adv. Co., Chicago.

KOH to Join NBC

KOH Reno, Nev., owned by McClatchy Broadcasting Co., and operating on 630 kc with 1000 w, joins NBC as supplementary outlet effective May 15, 1945, bringing the network total to 150 stations.

NO, BROOKLYN IS NOT A "NEEDLE IN A HAYSTACK"!



Any coverage map of greater New York will show that Brooklyn with its 3 million population represents THE major city within greater New York. Brooklyn is a city of homes and family living and as such deserves special consideration. WBYN makes it easy for you to be "sure". To reach its thousands of apartments and homes trust to the only full-time Brooklyn Radio Station . . . WBYN.

Its "Minute Programming" idea is getting more popular every day. An elaborate ad program tells the story daily in leading newspapers. Every minute . . . News, Sports, Racing Results and Continuous Music. WBYN reaches out to Queens, Bronx, and Manhattan, too . . . much added coverage of importance in this great market. Send today for our latest brochure. It'll give you a surprise in the coverage per dollar.

For Availabilities: WILLIAM NORINS, Gen. Mgr. *Station WBYN, 1 Nevins Street, Brooklyn, N. Y.*

THE MINUTE STATION **WBYN** 1430 ON THE DIAL

DECEMBER 15, 1944

20TH ANNIVERSARY

KOA

Inaugurated December 15, 1924

GOING STRONGER
GROWING GREATER
than
EVER BEFORE

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities.
**Ross Federal Survey.

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
Owned and Operated by NBC
America's No. 1 Network

Pepsodent Names R&R

PEPSODENT Division of Lever Bros., Montreal, has appointed Ruthrauff & Ryan, New York, as agency for toothpaste and tooth powder advertising in Canada, effective Jan. 1. When Lever acquired Pepsodent Co. it was believed the entire account might be shifted from Foote, Cone & Belding, Chicago to R&R, which handles a large share of Lever advertising. Present appointment, however, covers Canadian advertising only, with R&R handling from both Toronto and New York, the routine servicing and screening for Pepsodent's NBC-Bob Hope program on two NBC-CBC Canadian stations and the full Dominion Network.

Bayliss Corbett, of WNAX News Staff, Wins Arthur B. Church $500 Award

FIRST prize, a $500 War Bond, went to Bayliss Corbett, member of the news staff of WNAX Yankton, S. D., for his entry, "The Tune Chasers", in the $1,000 contest staged by Arthur B. Church Productions to name a new transcribed library soon to be offered for commercial sponsorship.

According to E. P. J. Shurick, sales promotion and publicity director of KMBC Kansas City, there were so many good suggestions that it was necessary to stage a poll among a select list of more than 100 advertising experts to assist in determining final winners. Judges making the final decisions included B. L. Hupp, chairman of the board, Loose-Wiles Biscuit Co.; W. J. Krebs, president of Potts-Turnbull Adv. Co.; Murrel Crump, president of the Kansas City Advertising & Sales Club.

Diverse Titles

Entries which ran the winning title a close race included: "Merry Music Makers", a suggestion of Pfc. Maurice Glickman of San Diego and Harriett M. BeLille of Compton Adv. Co., New York; "Novelty Minstrels", sent in by Donald B. Harter of Lever Bros., Cambridge; "Music Venders", submitted by Louis H. Roth, National Contest Bulletin, New York; "Rondoleers", suggested by both Rae Ellbroch of Franklin Bruck Adv. Agency, New York and W. F. Ludgate of KWK St. Louis.

Other $25 War Bond winners were:

Joe Leonard, WNOX Knoxville; Gus K. Bowman, Byer & Bowman Adv., Columbus; Helen M. Caulfield, Dancer-Fitzgerald-Sample, New York; Herbert C. Rice, NBC, New York; Roy M. Schwartz, Waterbury, Conn.; Saul Reiss, Brooklyn; E. J. Woodworth, United Broadcasting Co., Cleveland; Philip C. Kolb, Levy Bros. & Adler, Rochester; R. Bruce, Waltham Watch Co., Waltham; William A. Arter, Jaeger Machine Co., Columbus; J. B. Milgram, John F. Toomer Inc., Brooklyn; Miss M. E. Lucas, Citrus Products Co., Chicago; H. S. Kelliker, Cleveland; H. R. Fisher, Pine Co., Warren, Pa.; G. M. McCulloch, Caples Co., Omaha.

The actual library title and details as to availability for sponsorship will be revealed in January, it was stated by Mr. Shurick.

Express Co. Discs

AMERICAN EXPRESS Co., New York, through J. M. Mathes Inc., New York, newly appointed agency handling its Travelers Cheques, starting January will test a five-minute disc *Traveling Reporter* on KWK WFIL KOMO and probably on a Los Angeles station. Program draws from company files to present in drama form money difficulties encountered in traveling. Firm previously used another recorded feature, *Cheque Your Music.*

EVERY HOUR OF EVERY DAY—
MONTH IN AND MONTH OUT—

WSBT DOMINATES SOUTH BEND

TIME	WSBT	STATION "A"	STATION "B"	STATION "C"	STATION "D"	OTHERS
MORNING MON. THRU FRI. 8:00-12:00 A.M.	49.8	12.9	17.0	8.6	7.8	3.9
AFTERNOON MON. THRU FRI. 12:00-6:00 P.M.	41.4	22.0	12.3	10.0	7.5	6.8
EVENING SUN. THRU SAT. 6:00-10:00 P.M.	47.1	24.4	3.9	9.9	12.8	1.9

HOOPER
STATION LISTENING INDEX
May through September, 1944

The Hooper Index conclusively proves that South Bend listens to WSBT all the time. It also proves that the listening ratio is powerfully high...Here is nation-wide proof. The election night audience broke all records for a sustained period of time—the average for three hours being 51.3 percent for the entire nation...In South Bend, though, WSBT's audience ALL of the time is nearly that great. That's why you *must* use WSBT if you want to cover South Bend.

COLUMBIA NETWORK

WSBT
SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

WINN
LOUISVILLE

Canadian RTPB Elects Officers, Forms Panels

AT THE SECOND meeting of the Canadian Radio Technical Planning Board (CRTPB) held recently at the Ritz-Carlton Hotel, Montreal, officers were elected and six study panels were organized. Meeting officially formed the CRTPB, drew up its constitution and set fees for contributing sponsors. Reg M. Brophy, Canadian Marconi Co., Montreal, and one-time executive, was elected president with E. A. Hackbush, Stromberg-Carlson Co., Toronto, vice-president. W. W. Richardson, secretary-treasurer of the Radio Manufacturers Assn. of Canada, Toronto, was elected to the same post with CRTPB. Alan B. Oxley, RCA-Victor, Montreal, was named general co-ordinator, with Gordon Olive, chief engineer of CBC, Ottawa, and G. E. Irwin, Philco Co. of Canada, Toronto, as co-ordinators. Headquarters is at Room 703, 159 Bay St., Toronto.

It was decided to set up only six panels in Canada instead of 13 panels as set up by the RTPB in the U. S. The Canadian body will study (a) spectrum utilization and frequency allocation; (b) standard broadcasting and international short wave broadcasting; (c) radio communication including point-to-point, portable, mobile and emergency service communications other than broadcasting; (d) FM broadcasting, facsimile, relay systems and television; (e) aeronautical radio and radio aids to navigation; and (f) industrial, scientific and medical radio.

Two More Seek FM

KWK St. Louis in an application filed with the FCC late last week requests a new FM outlet on 47,700 kc with coverage of 7,480 sq. mi. Estimated cost for the station is $106,846. Quincy Newspapers Inc., Quincy, Ill. seeks a new FM station on 47,300 kc with coverage of 16,760 sq. mi. Approximate cost is $72,050.

Cosby to N. W. Ayer

CLARENCE COLBY, formerly general manager of WINS New York, previously manager of KWK and KXOK St. Louis, joins N. W. Ayer & Son, New York as a timebuyer.

Maj. Wasmer Inactive

MAJ. LOUIS WASMER, owner of KHQ and KGA Spokane, for two years with Army Air Forces communications and Office of Strategic Services, will go on inactive status in February upon completion of accumulated leave. He left Washington for Spokane last Friday, to complete pending negotiations for sale of KHQ under the FCC's duopoly regulations.

WNHC Formal Opening

WNHC New Haven is holding its official opening ceremonies this evening (Dec. 11) at its new studios at 1110 Chapel St. Operating with 250 w on 1340 kc, station began actual broadcasting Dec. 2.

Kemp to Agency

THUR J. KEMP, CBS executive for a decade joins McCann-Erickson, New York Jan. 1, in an executive capacity, Lloyd C. Coulter, vice-president in charge of radio announced Friday. CBS Detroit manager for over a year, Mr. Kemp previously was eastern representative in New York of the Columbia Pacific network. He had served also as sales promotion manager of KNX, Los Angeles, and sales manager of KHJ and KFRC San Francisco.

Mr. Kemp

HE KNOWS EVERY DOLLAR BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The *Beeline* with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from *within*.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

AP
WBCA, Schenectady, N. Y.

. . . your Telescript sales presentations have been most helpful . . . think these sales helps the most constructive sales aids we have received from any source.

Leonard L. Asch, President

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

YEARS

The Bool Tree lays claim to being the oldest and largest living thing on earth.

More YEARS

We have the oldest continuous radio advertiser in Memphis. MORE years continuously on WHBQ than any other advertiser on any other Memphis station.

Memphis is the South's center for rail, river and highway transportation.

SOUTH'S 24-Hour Station

WHBQ

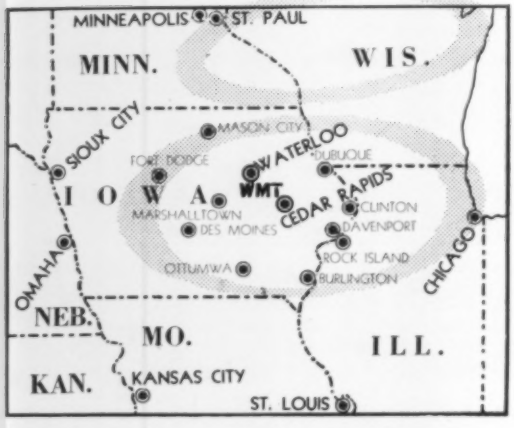
Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

the magic circle that means SALES... SALES... SALES



...in "Buying" Iowa

The WMT listening area reaches 160 miles from the transmitters . . . in every direction. A circle of listeners 320 miles in diameter . . . an area of 126,500 square miles . . . and every inch of ground contains potential buyers of your product.

Iowa's buying multitudes are waiting to hear from you . . . reach them, today, on WMT.

CEDAR RAPIDS WMT WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by
The Katz Agency

SPOT TEASER PROBLEM SOLVED

KECA 'Word Cartoons' Use Five-Second Station Breaks; Prove More Effective

By CLYDE SCOTT
General Manager
KECA Los Angeles

"YES Mr. Advertiser, we know you have a new million dollar talent program and we're sorry we have no spots available to publicize your new show on our station. Yeah, we know you've spent several thousand dollars in producing those clever one-minute promotion transcriptions, but we simply haven't a one-minute availability for sale or for free. Yes, it's tough, but what can we do?"

Sounds familiar doesn't it?

What's the answer? KECA, the Blue Network station of Los Angeles, thinks it has solved the problem. For they release as many as 1500 program promotion announcements per month despite a "sold out" schedule. Practically every station break carries a spot teaser of 10 to 12 words and these are scheduled as often as 50 or 60 times per day during the 18-hour broadcast day.

Word Cartoons

Everyone at KECA has a hand in preparing these "five-second word cartoons" as they call them. The "word cartoon" idea developed from the outstanding attention-getting value of small space in newspapers when humorous cartoon style copy is used. Instead of employing "Be sure to listen in tonight at 9 for Joe Blow and His Buffoons", lots of attention compelling value is packed into these five-second messages. And after the listener hears 10 or 15 a day he will tune to the program out of curiosity if nothing else.

The announcers are given free rein to give the written copy their own oral interpretation. Contributed by the staff under the direction of Bud Edwards, program director, and Bill Davidson, production manager, they are usually written to fit the style of the program.

Let's say it's the Dunninger show that gets the break this Wednesday. Announcements may total 10 or more in number, given in this style:

(Confidential) Who knows more about you, dear lady, than your husband? Dunninger might, tonight at 9.

or

Don't you believe that he doesn't know what you're thinking about. Who? Why Dunninger, tonight at 9.

Many announcements are written in swing style, such as:

Don't be a mamby-pamby, get into the game of Scramby Amby, KECA tonight at 7:30.

Mystery thriller with cop and killer—Two Bell Theatre tonight at 9:45.

He doesn't really croon, but still the ladies swoon, everyday at noon—Morton Downey! KECA.

Even Burma Shave style copy gets the break with:

Blind Date!
Can't Wait!
9 tonite!
Don't be late!
KECA!

For a comedy show such as Alan Young's program announcements are usually of this nature:

(Sound of sawing) Aw, warden don't stop me now—I got to get out of here and hear Alan Young tonight at 8:30, KECA.

The juvenile audience is not overlooked either. Along about 5 o'clock in the evening when the Blue lineup of kid shows hits the air the six quarter-hour programs are punctuated with reminders of this nature:

Even Hop Harrigan, Dick Tracy and Jack Armstrong combined have no idea what Counterspy will do tonite at 8:30.

Around dinner time they are deluged with:

Aw kids—let dad stay up 'til 8:30 tonight so *he* can hear Counterspy too!

Early morning programs receive very late "evening before" promotion with:

Hey, milkman keep those bottles quiet if you want to hear Don McNeil in the morning at 8 o'clock, KECA.

Morning listeners are urged to stay tuned to midmorning programs with such suggestions as:

What's cookin' good lookin'? The Mystery Chef knows at 11:15.

And where does KECA find the time to release 50 or more such announcements each day? It seems that the KECA commercial station breaks are of the 20-second variety. The Blue Network gives the station 30-second station breaks—30 less 20 leaves 10 good seconds for such "quickie" program promotion and it clicks.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives

FCC GRANTS THREE STATION TRANSFERS

THREE more station transfers were granted by the FCC last week, two of which involved no monetary consideration.

KWLK Longview, Wash. was granted transfer of control from Marjory McClung, executrix of the estate of Ray McClung, deceased, and Hugh McClung, to the general manager of the station, C. O. Chatterton. Transfer involves sale of 140 shares common stock, 85 shares held by Marjory and 55 shares held by Hugh McClung, for the consideration of $10,000. Mr. Chatterton is assistant business manager of the *Portland Oregonian*, operating KGW Portland.

Involuntary transfer of control of WINN Louisville, Ky., was granted from D. E. (Plug) Kendrick, deceased, to his wife, Nelle M. Kendrick, as executrix of his estate. Voluntary transfer of control of KVSO Ardmore, Okla. was granted from the Ardmoreite Publishing Co., publisher of the *Ardmoreite*, to John F. Easley, editor of the paper and holder of all the outstanding capital stock of the present licensee corporation.

Swift Food Account

McCANN-ERICKSON, Inc. has been appointed advertising and merchandising counsel for Swift & Co., Brookfield butter, eggs and cheese. The account will be serviced by the food group of the agency's Chicago office headed by Albert W. Sherer, vice-president.

COLUMBIA AFFILIATE

WLAW

Serving

NEW ENGLAND'S 3rd LARGEST CONCENTRATED AUDIENCE

5000 WATTS
680 KC

THE VOICE OF NORTHERN NEW ENGLAND

LAWRENCE MASS.

NATIONAL REPRESENTATIVES:
THE KATZ AGENCY, INC.

Day Local on 730 Given Alexandria

FCC Action Involves Havana Treaty; Walker Dissents

INTERNATIONAL aspects entered in the grant last week by the FCC of a construction permit to the Potomac Broadcasting Corp. for a new local in Alexandria, Va., to operate with 250 w daytime only only on 730 kc. Under the Havana Treaty 730 kc is a I-A channel assigned to Mexico.

Construction work on the Alexandria station is expected to begin shortly, inasmuch as necessary equipment already has been procured, the Commission was advised. The transmitter site is yet to be determined.

Commissioner Paul A. Walker voted for a hearing in view of the international aspects and of a pending application of WWDC Washington for 50 kw on the 730 kc channel [BROADCASTING, Nov. 27]. It was pointed out, however, that under the Havana Treaty the U. S. cannot assign a station with 50 kw power to the Mexican I-A channel. Only two stations on the North American continent operate on 730 kc, XEQ Mexico City, with 150 kw, and CKAC Montreal, Can,. with 5,000 w. Potomac Broadcasting Corp. must protect the Mexican and Canadian stations at the borders.

Officers of the Potomac corporation are: Howard S. Hayes, WTOP Washington engineer, director and president, 84 shares (49.4%); his wife, Inez C. Hayes, director and first vice-president, 1 share (.6%); Carl L. Lindberg, also a WTOP engineer, director and secretary-treasurer, 85 shares (50%).

Tulare, Cal., CP Granted For New Local on 1240

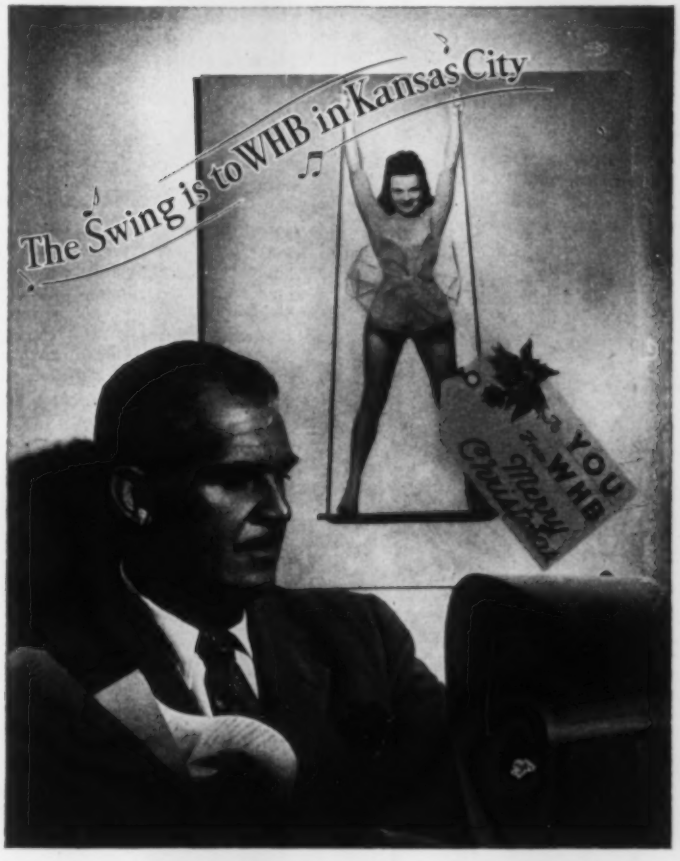
NEW STANDARD local station for Tulare, Cal., to operate on 1240 kc with 250 w and unlimited hours, was granted by the FCC last week to Herman Anderson, local farmer and businessman. Action was taken on a petition filed by Mr. Anderson for (1) amendment of original application filed in April of this year on behalf of a partnership including himself and Robert Franklin, associated with KTKC Visalia, Cal., and public relations counsel for local farm associations and related industries, so as to omit Mr. Franklin's relationship, and (2) for reconsideration and grant of the application as amended.

The grant is made subject to the Jan. 26, 1944, FCC-WPB Policy relating to the use of critical materials for construction. According to the application, all of the necessary equipment and construction materials are on hand or immediately available. Stanley S. Stimson, account executive of KJBS San Francisco, is proposed in the application as general manager.

FIRST half-hour of Blue Network's *Breakfast Club* (Mon.-Sat. 8-9 a.m. CWT) is now broadcast via the United Network to civilians and servicemen stationed in Mexico. Central America, South America and the Caribbean area.

PHILCO CORP., at its Board of Directors meeting last week, declared a year-end dividend of 40c per share on common stock payable Dec. 27 to stockholders of record Dec. 15, bringing the total payments this year to $1.20 per share, as compared with $1 in 1943.

A COMPLAINT charging misrepresentation of prices, origin of manufacture and quality of product was issued last week by the Federal Trade Commission against Harold Hirschbaum, trading as Luxor Radio Mfg. Co. and Consolidated Radio & Television Co., New York.



Meet WHB's *Dick Smith*—

Director, Special Events . . . War Programs . . . Newscasts

Coming from a long line of Smiths, this one took to radio back in 1928. Since then he has announced, written or produced more than 30,000 *programs*—special events, newscasts and musical shows. That's figuring six-a-day for 16 years, not counting Sundays! We call him our "Miraculous Mister Smith"—and his *"know how"* is part of the many skills you employ when you advertise on WHB. This Smith, after serving as a "shavetail" in World War 1, graduated from the University of Iowa; then did a bit of banking, school teaching and accounting before he landed in front of a mike. He has two sons: one, a promising south-paw on a high-school freshman football team . . . the other, co-pilot on a Flying Fortress. Dick's pride in them is equalled only by his pride in WHB—"the-station-with-agency-point-of-view", where advertisers are *clients* who must get their money's worth in *results*. If you want to sell the Kansas City market, WHB is your *happy* medium!

WHB KANSAS CITY "This is Mutual" 10000 WATTS-BASIC

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City Missouri • Wichita Kansas • Salina Kansas • Great Bend Kansas • Emporia Kansas

HOOPER MORNING INDEX SEPT. — OCT. MON. THRU FRI. 8-12 A. M.	Station A 10.6	Station B 9.6	Station C 31.9	Station D 18.9	WHB 20.3	Station E 7.0
HOOPER AFTERNOON INDEX SEPT. — OCT. MON. THRU FRI. 12-6 P. M.	Station A 14.4	Station B 6.2	Station C 21.1	Station D 30.2	WHB 22.5	Station E 4.1

...ANOTHER OF THE NATION'S LEADERS USING THE BLUE NETWORK!

Coca Cola—a global invitation for "The Pause That Refreshes"... an American Hall Mark of Quality to the BLUE six days a week, Monday through Saturday with "Spotlight Bands."

HOW YOU CAN JOIN THE "BLUE BOOK" OF RADIO ON THE PACIFIC COAST

Twenty new Pacific Coast advertisers in 1944 joined the fast moving, volume sales crowd listed in the "BLUE BOOK." There are still hot times available on the Pacific BLUE from San Diego to Seattle. Let us help you plan sales success in this vast market. See us in

NEW YORK, · CHICAGO
HOLLYWOOD · SAN FRANCISCO
DETROIT · PITTSBURGH

PACIFIC BLUE NETWORK

Probe of 'Terrorism' Asked By Woodruff; Assails FCC

DECLARING that the FCC has "too much power", Rep. Roy O. Woodruff (R-Mich.) in the House last Wednesday demanded a Congressional investigation of "terrorism on the radio and of persecution of writers and commentators, both press and radio".

He lashed out at Government bureaus which, he charged, keep news from reporters who happen to incur the wrath of the Administration or "somebody in the Administration". He denounced "union racketeers", emphasizing that he did not mean "legitimate patriotic union leaders" and declared that "Mr. Caesar Petrillo does control the music that goes out over the airways, and he has defied both the President of the United States and the War Labor Board".

Assails FCC

"The very evidence that such a terrorism is in effect over the air waves of America is to be found in the fact that every broadcasting company, big and little, in this nation must go back to the FCC every six months, hat in hand, humbly to seek a renewal of its license," the Congressman continued. [The license term is now three years.] "This means that this arbitrary—and there is no question but that the FCC has been arbitrary—(*sic*) could deny any broadcasting company in this nation its license and in two weeks' time ruin it by putting it off the air even temporarily.

"This is altogether too much power. It is too dangerous a power to be vested in any board which has shown the disposition toward an independent radio that the present FCC has shown". He referred to the House Select Committee to Investigate the FCC and of its sudden decision to terminate public hearings into the 1940 sale of WMCA New York [BROADCASTING, Dec. 4] and move behind closed doors, declaring:

"It is indeed a powerful hand that can reach out and squelch investigations which appear leading directly toward administrative unfaithfulness or something infinitely worse—suppression of the proper functioning of the Congress itself. It is a historical fact, so thoroughly established that no one even attempts to refute it or deny it, that the very first step toward the enslavement of any nation is the suppression of free speech, free press and, in this modern day, free radio."

Rep. Woodruff touched on the late Boake Carter who, he said, "was driven off the air" because the "Administration or somebody in the Administration did not like his broadcasts". He mentioned the recent Upton Close contract cancellation by NBC and asserted if "pressure groups" could "drive men like Upton Close from the airways, we are, indeed, in the midst of totalitarianism".

"I believe it is time for the Congress of the United States to investigate this whole question of terrorism on the radio, and of persecution of writers and commentators, both press and radio, who will not bend the knee to the Administration," concluded Rep. Woodruff. "I believe it is the duty of this Congress to see to it that free speech and free press are not destroyed in this great country."

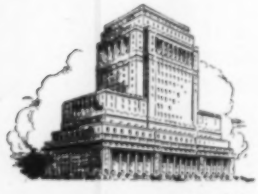
BUSINESS RIVALRY was forgotten as Birmingham's three stations got together to broadcast commercially a Thanksgiving Day game between Birmingham's West End High School and Ramsey High for the benefit of the Crippled Children's Clinic. Broadcasters, who sold the game broadcasts for $3,000 and turned it over to the Clinic are (l to r): Ed Norton, chairman of WAPI; John Bell, president of WBRC; Henry Johnston, vice-president of WSGN. WAPI handled pregame color, WSGN carried first portion of the play-by-play and WBRC finished it, all three stations sharing expenses. Crowd of 27,000 paid $130,000 to see the game, which had been promoted by radio and newspapers.

Shoe, Hosiery Concerns Expand Spot Programs

RADIO advertising has proved so successful for Commonwealth & Leather Co., Whitman, Mass., which started distribution of transcribed spots to a few dealers for local placement several years ago, that discs supplied by the company are being used on some 200 stations throughout the country, according to the agency, Fuller & Smith & Ross Inc., New York. One-minute and 30-second spots and jingles promote Bostonian and Footsaver shoes. List is being gradually expanded. Basch Radio Productions, New York, cuts the discs.

Another company which is making extensive use of locally placed discs is Westminister Ltd., New York, hosiery manufacturers, now using one-minute music spots on nearly 100 stations through its local dealers. Next spring Westminister will distribute a new series featuring a musical trio and the Westminister chimes, which will be carried on well over 100 outlets. Records are also cut by Basch and the agency is Fuller & Smith & Ross.

WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives



Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

Lea Committee Report May Show Need For Passage of New Radio Legislation

NEED for radio legislation is expected to be reflected in the report of the House Select Committee to Investigate the FCC, now being formulated by the Committee staff. Chairman Clarence F. Lea (D-Cal.) said last week he would ask permission to file the report with the House clerk in the absence of Congress, inasmuch as it cannot be completed until after Congress adjourns. Tentative date for adjournment *sine die* is set for next Saturday (Dec. 16).

Meanwhile the Committee has agreed to expedite its investigation into the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, Chairman Lea disclosed. Still sitting behind closed doors, the Committee last week heard 14 witnesses, including the six men who were members of the Commission when the WMCA transfer was approved Dec. 17, 1940.

Need for Law Seen

Chairman Lea said he felt the Committee, of which he has been chairman since October 1943, had brought the need for some definitive legislation. Although he declined further comment, the chairman stated some months ago that one of his first objectives in the 79th Congress would be a new radio bill.

Last week's executive sessions brought from Colin Campbell Ives, law partner of Philip Handelman and counsel for Mr. Flamm, a statement urging the Committee to open the doors of its hearings and reveal the "Corcoran system". Referring to Thomas G. (Tommy the Cork) Corcoran, former White House confidant whose name has figured prominently in the WMCA transaction, Mr. Ives said, after leaving the Committee chambers last Tuesday:

"I have never had any sympathy for Mr. Corcoran's system and have today revealed how it functions. I cannot understand why the Congressional Committee should want to keep the system a secret by excluding the public, since so many lawyers and businessmen throughout the country have had first hand experience with the Corcoran system that it is now a matter of public knowledge." His statement charged that Mr. Corcoran threatened Mr. Flamm with "income tax troubles" if "I, in Mr. Flamm's behalf, would dare to take any steps in the matter".

Witnesses, in addition to Mr. Ives, who was a Harvard Law School classmate of both Mr. Corcoran and James Lawrence Fly, former FCC chairman, included: George H. Payne and T. A. M. Craven, former Commissioners; C. J. Durr, Paul A. Walker, Norman S. Case, present Commissioners; Mr. Fly; Col. Telford Taylor, former FCC general counsel; Mrs. Mary Donahue, his former secretary; David H. Diebler, FCC principal attorney.

Mark Ethridge, publisher of the *Louisville Courier-Journal*, licensee of WHAS, and former NAB president; Lowell Mellett, former executive assistant to the President, now a newspaper columnist; Libbye Schneider, commercial traffic manager of WMCA and former secretary to Donald S. Shaw, WMCA general manager under Mr. Flamm; William C. Koplovitz of Dempsey & Koplovitz, Washington law firm which represented Mr. Noble in the transaction.

Murrow Feted

WHAT the British have heard of our radio programs since the war has increased their respect for American radio entertainment, according to Edward R. Murrow, chief of the CBS European staff, who spoke before a group of 200 radio, press and advertising people at a luncheon given in his honor last Tuesday at the Hotel Ambassador, New York. Mr. Murrow told BROADCASTING that it would be difficult to say what effect has been made on the British attitude toward commercial radio, since the commercials are not heard, but that he doubted seriously whether there will be postwar commercial radio in Britain.

N. Y. Bank Program

A FORUM conducted by the New York Newspaper Guild will be sponsored on WMCA New York as part of a total of 3½ hours weekly purchased by Modern Industrial Bank, New York. Guild programs, beginning Dec. 12, as a weekly 42-minute feature, will present discussions of public issues by newpapermen, with John T. McManus, New York Guild president, as moderator. The bank's 52-week contract also calls for a thrice-weekly commentary by Leon Pearson from Washington; a five-times weekly newscast; and a Sunday news review, all quarter-hours. Metropolitan Adv., New York, is agency.

Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a Weed man was there first.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

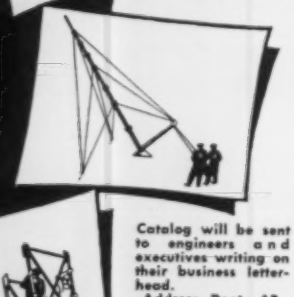
ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, *we're* not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with *twice* the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. *WAVE gives you complete coverage at lowest cost.* Scratch where it'll do the most good, pardner—with WAVE!

LOUISVILLE'S WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,

Easy to Erect

MASTS AND TOWERS



Catalog will be sent to engineers and executives writing on their business letterhead.
Address Dept. AB

HARCO
STEEL CONSTRUCTION CO.
Elizabeth 4, N. J.

TRI-CITIES

Where You'll Find
FATTER POCKETBOOKS!

Even in normal times, families in TRI-CITIES spent 23% **more** than the U. S. average (1940 Census). This means your advertising talks to 23% **more** buying power in TRI-CITIES . . . at no extra cost! That's why dozens of national advertisers use WHBF to blanket this prosperous market of 200,000. Let WHBF capture this market for **your** sales product. Write . . .

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

Nets Face Double Strike Threat

(*Continued from Page 13*)

it could get no protection from a decision of a Government tribunal in which all sides had opportunity to be heard.

NABET already has on file a 30-day strike notice which it submitted May 10 when Mr. Petrillo threatened to take over turntable functions at all network owned stations on June 1 under his agreements with the nets. It will exercise its right to strike under this notice whenever any move is made in violation of its jurisdiction, the spokesman declared.

While the current dispute over turntable functions directly applies only to NABET, members of IBEW, which has jurisdiction at CBS and several hundred independent stations, also are concerned. When details of Mr. Petrillo's plan to take over platter-turning operations at all radio stations throughout the country and provide jobs for 2,000 musicians were revealed last spring, IBEW locals at approximately 50 stations protested or served notice of strike intentions if the plan were carried out. Some of the locals have since left IBEW and have joined NABET [BROADCASTING, Oct. 30].

Text of the NABET release follows:

Over the last weekend the nation was treated to another of the despotic communiques which Petrillo of the AFM is wont to issue frequently. This was in connection with the Jack Benny show and was a direct outcropping of the recent ruling of the NLRB. In this ruling the NLRB gave NABET jurisdiction over the playback of the recordings as used in broadcasting.

The threatened withdrawal of musicians from the Jack Benny show was intended as a threat to the broadcasting companies: an attempt to coerce NABET into joining the ranks of the AFL, whereas its members desire that it remain independent, and to prove to the NLRB, and the nation as a whole, that Petrillo is above the law, and will only abide by the decisions of lawmaking bodies where those decisions are favorable to him.

The strange part of it is that this tribute collecting gentleman seems to have thoroughly scared the large networks to the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads.

Strong rumor from New York indicates that Petrillo has agreed not to "start anything" in connection with network broadcasting for two weeks. It so happens that Congress intends to and probably will adjourn for Christmas about Dec. 16, 1944. Could it be that Mr. Petrillo intends to lay low until Congress is out of the way?

During the course of bargaining negotiations Tuesday morning with NBC and the Blue Network, the bargaining committee from NABET were advised by the networks that they had received a letter from James C. Petrillo advising the networks that the musicians union, on the orders of Mr. Petrillo, would not recognize the decision of the NLRB certifying NABET as the bargaining representative for NBC and Blue network on the grounds that NABET was a "company dominated union".

Mr. Petrillo has retained the able and eminent labor lawyer, Joseph C. Padway, as his attorney. Mr. Padway has been representing Mr. Petrillo for the last eight months with respect to the NBC and Blue network cases. Mr. Padway has been given the Constitution of NABET and all collective bargaining agreements. Mr. Petrillo's attorney stated before the NLRB in Washington that his client would abide and carry out whatever decision or order the National Labor Relations Board would issue.

If Mr. Padway, as the outstanding labor lawyer in the United States, believes that NABET is a "company dominated union", it is Mr. Padway's immediate duty to file such a charge with the NLRB, and if, at any time during the last eight months, either Mr. Petrillo or Mr. Padway believed or had reasonable grounds to believe, or even the slightest suspicion that NABET is a "company dominated union", then Messrs. Petrillo and Padway should file such a charge with the NLRB and should not have wasted eight months of valuable time of the entire staff of the NLRB in going through the representation hearing during this period of time.

If there is a "company dominated union" in the present radio broadcasting picture, it is Mr. Petrillo's union. In the past there has been much "behind the scenes" action between Mr. Petrillo and the NBC and the Blue network. It makes the issue very confusing. It is hard to tell, when you are dealing with these companies, whether or not the sanction of Mr. Petrillo must be obtained in order to make an agreement valid. In fact, we are becoming so confused that we hardly know who is president of NBC, Mr. James Trammell or Mr. Niles Petrillo.

NABET filed an unfair labor practice charge against the NBC and Blue network in March of 1944 with the regional NLRB in New York. This unfair labor practice charge was based on a secret agreement that the NBC and Blue network made with Mr. Petrillo in January of 1944. By the terms of this agreement, the networks agreed to hire members of Mr. Petrillo's musicians union as platter turners. At the time that this agreement was made by the networks and Petrillo, all of the operation of turntables and platter turning in the NBC and Blue network studios was performed by members of NABET under a closed shop contract.

In violation of the terms of this contract, that did not expire until June 1, 1944, the networks and Petrillo made this secret deal. The agreement between the networks and Petrillo was a secret commitment that the networks made to Mr. Petrillo without any notice to NABET. In fact, the first public disclosure of this secret agreement was the printed editorial that Mr. Petrillo published in the April issue of the musicians magazine when he stated that over 2,000 musicians would be employed by the networks as platter-turners in studios throughout the country.

Since Mr. Petrillo has hurled the accusation of NABET being a "company dominated union", Mr. Petrillo must either prove this charge or subject himself to a libel suit by the officers and members of the NABET.

New C-P-P Show

COLGATE - PALMOLIVE - PEET Co., Jersey City, on Jan. 6 will replace *Palmolive Party*, variety show on 128 NBC stations, with program starring Judy Canova, continuing for Palmolive Soap and Halo Shampoo Saturday 10-10:30 p.m. Agency is Ted Bates Inc., New York.

A DINNER was held last week in honor of Col. A. R. Marcy, chief engineer of WFBL Syracuse, N. Y.; Lt. Neal L. Moylan, former newscaster-special events man; Lt. Donald F. Langham and Lt. Joseph Lamprecht, former engineers, all of WFBL. Oscar F. Soule, WFBL secretary-treasurer, was toastmaster.

WPEN Transfer Approval Is Slated

FCC Action in $620,000 Sale To 'Bulletin' Foreseen

AFTER a six-month pendency, during which it made a far-reaching investigation, the FCC last week was to have approved sale of WPEN Philadelphia and its FM adjunct by Arde Bulova, New York broadcaster and watch manufacturer, to the *Philadelphia Bulletin* for $620,000, exclusive of dollar-for-dollar payment of cash reserve not to exceed $50,000 additional.

If approved by the FCC Dec. 9, as scheduled when BROADCASTING went to press, the action would have come a day before the purchase option was to expire, which would have permitted Mr. Bulova to cancel the transaction. Last July the Catholic Truth Society, through Rev. Edward Lodge Curran, its president, had written the FCC protesting purported trafficking by Mr. Bulova and alleging certain misrepresentations regarding ownership. No complaint, however, was made against the *Bulletin*.

WOV Incomplete

The station would be turned over to the *Bulletin* in 15 days after FCC approval, or by about Dec. 24. The contract carried a provision whereby Mr. Bulova could cancel after six months, if the FCC did not approve, and the *Bulletin* could cancel after a year.

With the approval of the WPEN transaction, Mr. Bulova will have completed the sale of four stations within the last year, with sale of WOV New York to Mester Bros. for approximately $300,000 still pending. Other sales completed are WCOP Boston, for $225,000 to the Cowles brothers; WNBC Hartford, for $220,000, to W. O'Neil, president of the General Tire & Rubber Co.; WELI New Haven to Col. Harry C. Wilder for $225,000.

The *Bulletin* is headed by Robert McLean, president of the Associated Press; Richard W. Slocum is general manager and H. W. Stodghill, business manager.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

More Than 300 FM Requests Filed

Five New Applications; Five Others Seek AM Facilities

MORE THAN 300 applications for new FM stations are in the FCC pending file, with five more applicants seeking facilities last week, along with five who seek new standard facilities. Two petitions were filed for change of present assignments.

New FM applicants are: WJHP Jacksonville, Fla.; KVOR Colorado Springs; Union Tribune Publishing Co., San Diego; WEBO Harrisburg, Ill., and Washtenaw Broadcasting Co., Ann Arbor, Mich. [Facilities asked and estimated costs listed on page 70]. Washtenaw Broadcasting Co. also has on file an application for a new standard outlet in Ann Arbor.

KPHO Phoenix seeks a construction permit to change frequency from 1230 kc to 790 kc, increase power from 250 to 5,000 w and to install a directional antenna for fulltime use. The request is contingent upon a shift of KECA Los Angeles from the 790 frequency to 770 kc [BROADCASTING, Dec. 4].

Also seeking a change in frequency is KTBI Tacoma, Wash., which asks for the 870 kc assignment to operate limited to WWL New Orleans. Station now operates on 1400 kc with 250 w. No power increase is asked.

Liberty Broadcasting Co., a partnership composed of John J. Laux, Robert and Alex Teitlebaum, Myer Wiesenthal, Louis and Jack N. Berkman, Charles C. Swaringen (each 14% interest), Joseph Troesch and John L. Merdian (each 1% interest), requests a new standard outlet for Pittsburgh to operate daytime on 730 kc with 1,000 w. All partners are affiliated in the management of WSTV Steubenville, O.; WJPA Washington, Pa.; WKNY Kingston, N. Y., and WFPG Atlantic City.

A new standard station operating daytime with 1,000 w on 960 kc is sought for Lubbock, Tex. by Lubbock Broadcasting Co., a new partnership composed of Clyde H. Smith (32½%), previously associated with KONO San Antonio and former salesman for KABC San Antonio; C. O. Baldwin (22½%), local businessman; Hoyt Houck (22½%), half-owner of KASA Elk City, Okla., and Walter G. Russel (22½%), attorney, who has 25% interest in KASA.

James A. Noe, operator of WNOE New Orleans and KNOE Monroe, La., is applicant for a new standard station in Shreveport, on 1550 kc with 250 w and unlimited time. McClatchy Broadcasting Co., which operates KFBK Sacramento, KERN Bakersfield, KMJ Fresno, KWG Stockton and KOH Reno, has applied for a new local outlet in Modesto, Cal. on 1600 kc with 250 w and unlimited hours.

John L. Plummer, trading as John L. Plummer Enterprises, requests a new local station for Bogalusa, La. to operate on 1490 kc with 250 w and unlimited time. Mr. Plummer has 50% interest in the firm of Plummer & Kershaw, optical engineering consultant. Camden Radio Inc., Camden, Ark. has petitioned for reinstatement of its application for a new standard station on 1450 kc, 250 w, unlimited time.

STAR of brigadier general is pinned on David Sarnoff's shoulder by Maj. Gen. H. C. Ingles, Chief Signal Officer. Promotion of the RCA president on leave was approved by Congress last week simultaneously with confirmation of the appointment of Brig. Gen. Frank E. Stoner, who is Assistant Chief of Army Signal Corps, to the rank of major general.

WLIB New York has started building a library of recordings of people in the news, making a special point of obtaining on-the-scene recordings of national and local events, and talks by prominent persons.

BMB MAY APPOINT HEAD THIS WEEK

APPOINTMENT of a general manager of the Bureau of Broadcast Measurement and formal adoption of articles of incorporation and bylaws are on the agenda of the first meeting of the BMB negotiating committee and temporary board, called for 10:30 a.m. next Friday at the offices of the American Assn. of Advertising Agencies, New York.

At a meeting in New York last Wednesday, representatives of the AAAA and ANA informally approved corporate articles and bylaws, submitted by J. Harold Ryan, NAB president. Copies are to be placed in the hands of each of the 15 board members for study before final adoption.

Selected to represent the AAAA in the organization stages until permanent directors are elected for three-year terms, are: Frederic Gamble, AAAA president; Leonard T. Bush, vice-president of Compton Adv.; Carlos Franco, supervisor of station relations, Young & Rubicam; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; D. E. Robinson, director of research, Pedlar & Ryan.

Although the ANA has tentatively selected its five board members, all had not accepted as BROADCASTING went to press and Paul West, ANA president, withheld announcement of his group until next Friday's meeting.

Board members to represent the NAB, chosen at a Board meeting in Chicago Nov. 14-15 [BROADCASTING, Nov. 20], are: President Ryan; Dr. Frank Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Roger W. Clipp, WFIL Philadelphia; Hugh Feltis, KFAB Lincoln-Omaha.

Attending last week's conference were all members of the NAB group except Mr. Feltis; Mr. Gamble, Mr. West and Paul F. Peter, NAB Director of Research.

St. Louisans Get News Despite Paper Strike

WHEN A strike Dec. 7 at the plants of the two St. Louis afternoon dailies, the *Post-Dispatch* and the *Star-Times*, threatened St. Louisans with a dearth of news on the third anniversary of Pearl Harbor, KSD and KXOK, the papers' respective stations, broadcast headline news, as well as comic features, market reports, stock quotations, sports, editorials and even obituary notices.

KSD, the *Post-Dispatch* station, began airing the contents of the paper at 12:15 p.m., shortly after the first edition failed to appear, canceling all regular programs throughout the afternoon and evening. At 12:35 p.m. KXOK carried an Army casualty list from the unprinted *Star-Times* city edition. The *Star-Times* purchased an hour of time on each of two other local stations, WTMV and WIL, to read the unpublished edition. KXOK too canceled all scheduled sustaining and commercial programs as a public service.

Papers failed to appear when members of Local 16, AFL Paper Handlers' Union, an auxiliary of the International Printing Pressmen's Union, went on strike.

Miss Ann Wright
J. Walter Thompson Co.
New York, N. Y.
Dear Ann:

Cartons of cigarettes, plenty of gas, nylons by the dozen! No, I don't know where you can get them, but down here in West Virginny we know where to buy War Bonds, and believe me, the folks around this station are sure tellin' everyone where! Special programs, spots, too, of course, but there's something else really special . . . and I'll tell you about it next week. We're going all-out on the Sixth Bond drive. As long as our lads keep fighting for us, we'll keep fighting to back them up with our own pay-roll deductions and urge our listeners to buy bonds, too.

Yours,
Algy

WCHS
Charleston, W. Va.

check these answers to your **recording problems**

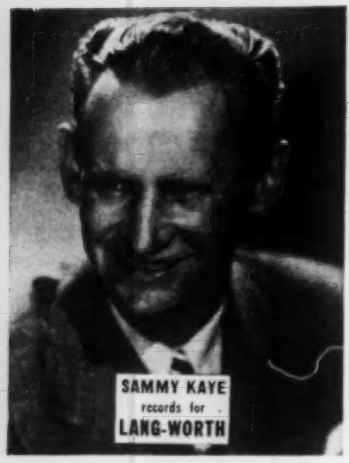
√ **24 HOUR SERVICE** on direct cut copies of your recordings

√ **AIR CHECK SERVICE** "as others hear it"

√ **COMPLETE FACILITIES** for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc



In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

WSLI
JACKSON
MISSISSIPPI

JACKSON GOES AHEAD

Jackson, "cross-roads of the South" has a year-round market that is growing every year. Leading economists have predicted that Mississippi's Capitol City (Jackson) will hold its wartime growth and continue to grow after the war. Here is a market you want to include in your future sales plans. And WSLI offers you effective coverage of this "double-return" market—at less cost.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

FOR SALE!
Bargain Price For Live Stock Reports!

Fifteen minutes of live stock reports and farm news direct from Cincinnati Union Stock Yards — 12:15 to 12:30 P.M. Monday thru Friday—$125.00 per week, talent and line charges included.

WMOH
Hamilton, Ohio

BBC Given Scroll By New York Club

Cooperation With American Networks to Continue

A PLEDGE that the BBC's cooperation with American networks and stations will "go on until the final entry into Berlin and Tokyo" was given by William J. Haley, director general of the BBC, last Wednesday in accepting the scroll presented to the BBC by the Radio Executives Club of New York. Acceptance was shortwaved from London to the luncheon, attended by nearly 900 REC members and guests.

Warren Jennings, REC president, presented the scholl to the BBC "in appreciation of its unstinting cooperation with American broadcasters, networks and independent stations to make complete the coverage of the war, and for inspiring radio throughout the world to become a powerful voice which will declare ever loudly for all the people their desire for everlasting peace."

Postwar Plans

Discussing the BBC's postwar plans for providing three-network program service to the whole United Kingdom [BROADCASTING, Dec. 4], Mr. Haley said that while the networks will "carry entertainment, news, talks, discussions, above all we look forward to being able to mingle with the best that we can give the best we can draw from other countries by way of collaboration and exchange."

John Salt, North American director of the BBC, reviewed briefly the familiar BBC exchange programs broadcast in the United States by networks and stations.

Declaring it would be hard to over-estimate the work that radio has done to educate British and American public opinion on the issues and progress of the war, the Earl of Halifax, British Ambassador to the United States, stated that it would be equally hard to overestimate "the value of the work which radio may do, in both our countries, to educate public opinion in the tasks of peace."

Elmer Davis, director of the Office of War Information, in introducing Lord Halifax, paid tribute to the BBC for its cooperation with the OWI. In addition to giving time, the BBC has also given engineers to handle American programs, he said, adding that "anyone who gives you an engineer these days is giving you his right eye and a slice of his liver besides."

At the speaker's table were:

Francis E. Evans, British Consul General of New York; Niles Trammell, president of NBC; Mark Woods, president of the Blue; Edgar Kobak, president of MBS; Frank Stanton, vice-president of CBS; J. Harold Ryan, president of the NAB; Lloyd Stratton, president, AP Ltd.; Robert Peare, vice-president, General Electric Co.; Walter Evans, vice-president, Westinghouse Electric & Mfg. Co.; James D. Shouse, vice-president, Crosley Corp.; Walter Lemmon, president, World Wide Broadcasting Foundation; Edward R. Murrow, chief of CBS European staff; Wythe Williams, president, Overseas Press Club. Sol Taishoff, editor and publisher, BROADCASTING; Frank Burke, editor, *Radio Daily;* Joe Koehler, managing editor, *Billboard.*

TO HONOR the British Broadcasting Corp., more than 1,000 persons met at a luncheon Dec. 6 at the Hotel Ambassador, New York, under auspices of the Radio Executives Club of New York. Highlight of the occasion was presentation of a citation to the BBC for its "unstinting cooperation with American broadcasters, networks and independent stations." Participants in the presentation ceremony were (l to r): Lord Halifax, British ambassador; Warren Jennings, president, Radio Executives Club of New York; John Salt, North American Director of BBC, who received the citation on behalf of the British network; Elmer Davis, OWI Director.

KOBAK SEES RADIO AS MASS EDUCATOR

DECLARING that radio has proved its ability to "inculcate ideas and promote ideals" and its capacity "to enlighten and inspire," Edgar Kobak, Mutual president, in an address prepared for delivery Sunday night (Dec. 10) at the Fourth American Nobel Anniversary Dinner at the Hotel Astor, New York, said that "what radio is doing in the war effort it can do to aid education for peace."

But, he pointed out, "Radio as the vehicle cannot be expected to write the blueprint." To handle the job of outlining this educational effort, he envisaged a "national educational committee, composed of leaders in religion, education, politics, economics and industry," with independent scientists, thinkers and writers also represented.

"This curriculum would then be turned over to radio to carry to the people," Mr. Kobak said, adding, "I believe that were such an undertaking started, you can count on radio to help. Radio has never yet hesitated a moment to do whatever was necessary for the good of our country."

Mr. Kobak's address, as well as those of Kent Cooper, AP managing director, and Darryl Zanuck, vice-president, 20th Century Fox, each outlining how his medium can aid education for peace, were broadcast on MBS, 10:30-11 p.m.

Advisory Group Resignations

RESIGNATION of three U. of Chicago professors as members of the Advisory Committee on Radio, which handles policy for U. of Chicago's radio shows *University of Chicago Roundtable* and *The Human Adventure,* was recently announced. The three men whose appointment to the committee expired on Oct. 1 and who refused to be reappointed are: Richard P. McKeon, dean of the Humanities division; Avery O. Craven, professor of American history, and Bernard M. Loomer, professor of theology. Five other members remained on the committee.

KOIN HAD ONE
BBC Wanted a Launching, And Got It

EXPRESSIONS of surprise, interest and pride followed one another in rapid succession across the face of C. W. Myers, owner of KOIN Portland, Ore., at the BBC luncheon of the Radio Executives Club of New York last Wednesday when John Salt, North American director of the BBC, told of a request from London for a recording of the launching of a Liberty ship in one of the Kaiser shipyards, with Henry J. Kaiser speaking.

"We took a chance and sent a telegram to station KOIN in Portland," Mr. Salt said, "and it so happened they had just done a program which was exactly what we wanted. A recording was shipped to New York by air and we forwarded it by bomber to London. It is being used in a school program tomorrow."

STEWART-WARNER Corp. has announced that it will be producing and shipping civilian radios within 60 days after Government war restrictions are lifted, from what is reputedly the largest privately owned shell fuze plant in the United States.

KROD

BUILD BUSINESS in the prosperous, progressive
EL PASO, TEXAS
Southwest

by using the station that's heard all over this important and otherwise radio isolated market.

KROD — a CBS Station
600 kc — 1,000 Watts

Dorrance Roderick, Owner — Val Lawrence, Manager

Howard H. Wilson Co.
National Representatives

HOSTS TO SOME 300 New York radio executives at a cocktail party at the Ambassador Hotel, Dec. 1, was this group of Taylor-Howe-Snowden station executives. Standing (l to r) are C. B. Locke, KFDM Beaumont; G. W. Johnson, KTSA San Antonio; Raymond Hollingsworth, KGNC Amarillo; Archie J. Taylor, KRGV Weslaco; E. B. Landsford, KRMD Shreveport; Robert Enoch, KTOK Oklahoma City; L. Lutz, KTSA; DeWitt Landis, KFYO Lubbock. Seated (l to r) are Jack Keasler, T-H-S radio sales office in New York; O. L. (Ted) Taylor, KGNC; Alex Keese, who is general sales manager for T.-H-S.

IS RADIO EXPENSIVE?

Hormel Analysis Reveals Cost of Contacts

ANSWER to the argument that radio time and talent costs are too high is found in an analysis last week by BBDO under the title, "How Much Does Spam Advertising Cost." The analysis is based on a clinic held by George A. Hormel & Co., Albert Lea, Minn., at which various media and techniques were reviewed.

Dissecting the cost of printed media advertising per delivered copy, the analysis covers a "stupendous $28,000 a night radio show".

"That's enough dough to buy 20 fairly good cars at wartime prices or build four or five pre-war homes," it is explained. "Let's look at the cost per person reached. Surveys prove that that show was reaching 10,000,000 radio homes each Sunday night. And research shows that in each home from 2½ to 2⅓ people were listening at each radio. Let's be conservative and take the low figure—with 2½ listeners per set that program was reaching 25,000,000 people at a cost of 1/10 of a cent per person. Which should we buy . . . a half-hour of goodwill building entertainment . . . a cast with millions of friends . . . two or three commercial messages . . . or a 'penny' postcard at actually 15 times the cost."

Asks WOI Delay

CHARGING that farmers of Iowa and adjoining states are deprived of early morning agricultural market reports because WOI Ames, Iowa State College station, is not operating until local sunrise, James G. Patton, president of the National Farmers Union, has asked the FCC to defer its decision in the WOI application for special authorization to begin operations at 6 a.m. until Paul Porter becomes Commission Chairman. WOI, which operates on 640 kc with 5 kw, was granted permission on Aug. 3, 1943 to begin broadcasting at 6 a.m. KFI Los Angeles, dominant station of the 640 kc clear channel, protested, the FCC set aside its grant, held a hearing and again gave WOI permission for early morning operation. KFI opposed and asked for oral argument, which was held Nov. 29. FCC decision is pending.

Austin Uses Spots

AUSTIN STUDIOS, Los Angeles (portrait photographers), in a 26 week campaign which started Dec. 1, is using a varied live spot announcement schedule on 20 California and Utah stations. Transcribed announcements will be substituted after Jan. 1. Station List includes KECA KMPC KIEV KFVD KFOX KGO KQW KLX KFMB KARM KTKC KFRE KTMS KPRO KFXM KVOE KDB KERN KQW KUTA. Glasser-Gailey & Co., Los Angeles, is agency. Mariane Graham is account executive.

Snacks Spots

CONFECTION Inc., Chicago (Snacks), starts sponsorship Dec. 11 of a spot announcement campaign 7 to 14 times weekly for 52 weeks through Paul Grant Adv., Chicago, on WMAQ WGN WOW WBAL WJR KPO KIRO WHO WCKY KYW WCCO WTCN KDKD KNX KSD WBZ KOA WRVA.

Free Time Plan

PROPOSAL to set up a local allocations plan in New York to handle requests for free time from private charities, and eventually from government agencies when the OWI allocations system is ended after the war, has been advanced by Ted Cotts, program director of WNEW New York.

V-E Day to Bring Surplus Equipment

Creutz Expects Transmitters Will Be Made Available

A SUBSTANTIAL number of broadcast transmitters, ranging from 1 kw to 50 kw power, will become available to present and prospective station owners upon the conclusion of the war in Europe, according to John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, WPB. Most of the equipment will be sold on the market as surplus property but some of it, including high-power transmitters, which will still be in process of manufacture, will be completed to fill long-standing non-military orders.

Mr. Creutz expects that an appreciable number of transmitters of various types, some of which can be used for broadcasting will be turned over after V-E Day to the Defense Supplies Corp. for surplus disposal. The bulk of broadcast equipment in use by the military is unsuitable for commercial broadcast operations, although a considerable part of it will likely be utilized for Federal, state and local government needs.

Some May Be Sold

In the immediate future there may be a small number of 1, 5 and 10 kw transmitters available to broadcasters. Some of them will not be finished for several months, but others are nearly complete. With WPB permission, manufacturers may be allowed to sell the equipment direct to broadcasters but WPB will grant no preference ratings to broadcasters for purchase.

These transmitters, about ten in all, are what remain of about 35 transmitters of various sizes which were recently canceled by OWI, Army, Navy and other agencies as the result of changes in requirements occasioned by developments in the European theatre. About half of the total was to be used for other than broadcasting purposes. Most of the equipment, which included a 50 kw broadcast transmitter, was taken up by Government agencies for operations in the other theatres.

Meanwhile, WPB issued a revision of its amendment of Nov. 22 to PR 13 to permit certain tube manufacturers to buy tubes out of idle or excess inventory for resale for civilian or military requirements. The revision merely removes an unintended restriction in the previous amendment.

Burlington Spots

BURLINGTON MILLS Corp., New York, manufacturers of crepes, satins and various materials for lingerie, Dec. 15 starts a spot radio institutional campaign of participations in women's programs on seven stations. Additional markets will be added as time clearance are obtained. Agency is J. M. Mathes Inc., New York.

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Complete Set of
1939-40-41-42-43-44
IOWA RADIO AUDIENCE SURVEYS

will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.

Each study contains new information on listening habits of Iowa radio families. 80 sets available.

Write to

WHO—912 Walnut St.
Des Moines 7, Iowa

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

BACK THE
6th
WAR LOAN

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
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Consulting Radio Engineer
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
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LOHNES & CULVER
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Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
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WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 2 TO DECEMBER 8 INCLUSIVE

Decisions . . .

DECEMBER 4

John Kennedy Radio Corp., Chicago—Placed in pending file application new commercial television station.

1400 kc-KWLK Longview, Wash.—Granted transfer of control from Hugh McClung and Marjory McClung, executrix of estate of Ray McClung, deceased, to C. O. Chatterton for $10,000.

1450 kc NEW-Marshall Broadcasting Co., Marshall, Tex.—Designated for hearing application new station 250 w unlimited.

1450 kc NEW-KVOM Inc., Marshall, Tex.—Designated for consolidated hearing with application of Marshall Broadcasting Co., application new station 250 w unlimted.

1240 kc NEW-Herman Anderson, Tulare, Cal.—Granted petition to amend application new station by removing Robert Franklin as co-applicant, and reconsidered and granted application as amended for CP 1240 kc 250 w unlimited.

DECEMBER 5

KXA Seattle, Wash.—Passed over petition for leave to amend application without prejudice.

KHQ, KGA, Spokane, Wash.—Granted petition for continuance of hearing on application for renewal of licenses now set 12-14, and continued same to 2-15-45.

KMBC Kansas City—Granted motion for indefinite postponement hearing on application for CP set 12-12, and postponed same until after final action of FCC on Docket 6651, at which time a further date for said hearing will be fixed.

730 kc-Potomac Broadcasting Corp., Alexandria, Va.—Granted CP new station 250 w D, transmitter site to be determined.

1240 kc-KVSO Ardmore, Okla.—Granted vol. assgn. license from Ardmoreite Pub. Co. to John F. Easley. No money involved.

1240 kc-WINN Louisville—Granted invol. transfer control from Estate of D. E. Kendrick, deceased, to Nelle M. Kendrick, executrix of estate.

1400 kc-Hazelwood Inc., Deland, Fla.—Designated for hearing application new station 250 w unlimited.

1400 kc-A. Frank Katzentine, Orlando, Fla.—Designated for consolidated hearing with application of Hazelwood Inc., application new station 250 w unlimited.

Applications . . .

DECEMBER 5

1240 kc NEW-Jackson Broadcasting Co., Jackson, Tenn.—CP new standard station 250 w unlimited.

47,300 kc NEW—KFBI Wichita, Kan.—CP new FM station, 15,600 sq. mi., $67,000 estimated cost.

1110 kc-KPAS Pasadena, Cal.—Acquisition of control by Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith through purchase 1116½ sh (43.78%) from J. Frank Burke Sr., J. Frank Burke Jr., W. M. Burke.

1400 kc-KTUC Tucson, Ariz.—Acquisition of control by Burridge D. Butler through purchase 23 sh treasury stock (7.6%).

44,300 kc NEW-KGO San Francisco—CP new FM station, 27,500 sq. mi., $98,750 estimated cost.

DECEMBER 6

47,500 kc NEW-Marcus Loew Booking Agency, Washington, D. C.—CP new FM station, 3,993 sq. mi., $31,000 estimated cost.

NEW-Western Illinois State Teachers College, Macomb, Ill.—CP new noncommercial educational station, 42,100, 42,300, 42,500, 42,700 or 42,900 kc, 1 kw, FM emission.

1240 kc-KIUL Garden City Kan.—License to cover CP authorizing increase power and make changes in equipment.

1340 kc-KSUB Cedar City, Utah—License to cover CP authorizing increase power and changes in equipment.

1450 kc NEW-Rio Grande Broadcasting Co., Albuquerque, N. M.—CP new standard station, 250 w unlimited.

49,100 kc NEW-WJPF Herrin, Ill. CP new FM station, 3,960 sq. mi., $14,700 estimated cost.

46,500 kc NEW-Truth Publishing Co., Elkhart, Ind.—CP new FM station, 9,757 sq. mi. (Incomplete).

DECEMBER 7

580 kc-WIAC Hato Rey, P. R.—Transfer control from Enrique Abarca Sanfeliz, to Mrs. Enrique Abarca Sanfeliz, executrix of Estate of Enrique Abarca Sanfeliz, deceased.

46,300 kc NEW-Washtenaw Broadcasting Co., Ann Arbor, Mich—CP new FM station, 3,472 sq. mi.

1550 kc NEW-James A. Noe, Shreveport, La.—CP new standard station, 250 w unlimited.

46,500 kc NEW-WJHP Jacksonville, Fla.—CP new FM station, 10,981 sq. mi., $63,500 estimated cost.

1260 kc-WFBM Indianapolis—CP make changes in transmitting equipment.

870 kc-KTBI Tacoma, Wash.—CP change 1490 kc to 870 kc, change hours from unlimited to limited, install new vertical antenna and changes in ground system.

47,700 kc NEW-KVOR Colorado Springs, Col.—CP new FM station, 2,950 sq. mi., $32,000 estimated cost.

45,500 kc NEW-Union Tribune Pub. Co., San Diego, Cal.—CP new FM station, 5,000 sq. mi., $51,250 estimated cost.

Columbia Broadcasting System, Delano, Cal.—Licenses to cover CPs new international broadcast stations (KCBY KCBA).

DECEMBER 8

1340 kc NEW-The Elm City Broadcasting Corp. (WNHC), New Haven, Conn.—License to cover CP new standard station.

730 kc NEW-Liberty Broadcasting Co., Pittsburgh—CP new standard station 1 kw D.

960 kc NEW-Lubbock Broadcasting Co., Lubbock, Tex.—CP new standard station 1 kw D.

1490 kc NEW-John L. Plummer Enterprises, Bogalusa, La.—CP new standard station 250 w unlimited.

1230 kc NEW-Georgia Broadcasting Co., Savannah, Ga.—CP new standard station 1400 kc 250 w unlimited amended to change requested frequency to 1230 kc.

790 kc-KPHO Phoenix, Ariz.—CP change 1230 kc to 790 kc, increase 250 w to 5 kw, install new trans., DA-DN, change trans. location (contingent on grant of 770 kc to KECA).

1450 kc NEW-Camden Radio Inc., Camden, Ark.—CP new standard station 250 w unlimited—facilities of KCMC, contingent on change KCMC to 1230 kc, amended to change type transmitter, changes in antenna, and to omit request for facilities of KCMC (petition to reinstate).

43,500 kc NEW-WEBQ Harrisburg, Ill.—CP new FM station, 11,548 sq. mi., $29,468 estimated cost.

Network Accounts

All time Eastern Wartime unless indicated

New Business

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Soap, Colgate dental cream) on Dec. 27 starts *Kay Kyser's College of Musical Knowledge* on 138 NBC stations, Wed. 10-11 p.m. Agency: Ted Bates Inc., N. Y.

PARKER WATCH Co., New York, on Dec. 2 for 12 weeks started *These Are Our Men* on 34 NBC stations, Sat. 2-2:30 p.m. Agency: Sterling Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston (blades, shave products), on Jan. 1 will sponsor Sugar Bowl Game, New Orleans, on 191 Blue stations 2:45 p.m.; Orange Bowl Game, Miami, 142 CBS stations, 1:45 p.m.; Cotton Bowl Game, Dallas, on over 200 MBS stations 2 p.m. and East-West College All-Star Game, San Francisco on over 200 MBS stations 4:45 p.m. Agency: Maxon Inc., N. Y.

RUST CRAFT PUBLISHER Co., Boston (cards), on Dec. 24 will sponsor Dicken's "Christmas Carol" on over 200 MBS stations, 5-5:30 p.m. Agency: H. B. Humphrey Co., Boston.

ROBIN HOOD Flour Mills, Montreal (Robin Hood products), has started *Tommy Ducheane et ses Chevaliers du Folklore* on 8 CBC French stations, Tues. and Thurs. 7:30-7:45 p.m. Agency: Young & Rubicam, Montreal.

GENERAL FOODS, Toronto (General Foods products), on Jan. 7 starts *Kate Smith Hour* on 28 CBC Dominion network stations, Sun. 7-8 p.m. Agency: Baker Adv. Agency, Toronto.

S. & W. FINE FOODS, San Francisco (food products), on Dec. 4 for 52 weeks started *Sam Hayes & the News* on 38 Don Lee Pacific stations, Mon. thru Fri. 5-5:15 p.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

B. SEMLER Inc., New York (Kreml Hair Tonic, Shampoo), on Dec. 4 started *Vera and Gabriel Heatter*, with William Lang on 170 MBS stations, Mon. thru Fri. 12 Noon-12:15 p.m. and on Dec. 5 starts Paula Stone and Phil Brito on 170 MBS stations, Tues. and Thurs. 1:30-1:45 p.m. Agency: Erwin Wasey Co., N. Y.

PETER PAUL Inc., Naugatuck, Conn. (Chocletto), on Dec. 31 starts for 52 weeks *Sam Hayes-News* on 16 Blue Pacific stations, Sun. 9-9:15 p.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

BARRETT & CO., Inc., Brooklyn, N. Y. (wines), on Dec. 21 will sponsor half-hour Christmas show, a dramatization of the novel "Silent Night", on approximately 60 Blue Network stations.

SEAL-COTE Co., Hollywood (finger nail polish preserver), on Nov. 28 for 13 weeks started participation in *Meet the Missus* on 8 CBS Pacific stations, Tues. Thurs. 4:45-5 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

HUNT BROS. PACKING Co., Los Angeles (canned food products), on Dec. 7 for 52 weeks, started *I Was There* on 8 CBS Pacific stations, Sun. 3:30-4 p.m. (PWT). Agency: The Biow Co., Hollywood.

Renewal Accounts

CONTINENTAL Baking Co., New York (Wonder Bread, Hostess Cakes), has renewed for 52 weeks *Bachelor's Children* on 47 CBS stations, Mon. thru Fri. 10:45-11 a.m. (rebroadcast 3:45 p.m.). Agency: Ted Bates Inc., N. Y.

JOHNS MANVILLE Corp., New York (insulating material), on Dec. 25 renews for 52 weeks *Bill Henry and the News*. Mon. thru Fri. 8:55-9 p.m. on 63 CBS stations. Agency: J. Walter Thompson Co., N. Y.

DEALTEST Inc., New York (milk, ice cream), on Jan. 4 for 52 weeks renews *Jan Davis Show* on 75 NBC stations, Thurs. 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

SERUTAN Co., Jersey City, N. J. (Serutan, Nutrex), on Dec. 31 for 52 weeks renews *A. L. Alexander's Mediation Board* on Mutual, Sun. 8-8:45 p.m. dropping 37 stations to make a total of 12 MBS stations. Agency: Raymond L. Spector Co., N. Y.

AMERICAN MEAT INSTITUTE, Chicago, renews the *Life of Riley*, Sun. 10-10:30 p.m. for 52 weeks on 185 Blue stations. Agency: Leo Burnett Co., Chicago.

ESQUIRE Inc., Chicago, on Jan. 22 renews *Coronet Storyteller*, Mon. thru Fri. 9:55-10 p.m., and *Coronet Quick Quiz*, Sat. 9:55-10 p.m. (CWT) on 136 Blue stations for 52 weeks. Agency: Schwimmer & Scott, Chicago.

PHILCO Corp. of Canada, Toronto (Philco receivers), on Dec. 3 renewed for one year *Philco Hall of Fame* on 23 CBC Dominion stations, Sun. 6-7 p.m. Agency: Hutchins Adv. Co. of Canada, Philadelphia.

DeMILLE IS GRANTED RESTRAINING ORDER

TEMPORARY restraining order was granted Cecil B. DeMille last Thursday by Los Angeles Superior Court Judge Emmet Wilson on his plea for an injunction against AFRA to prevent that union from suspending his membership and removing him from the air because he refused to pay a $1 union political assessment. Court set hearing for Dec. 15. Not only does the temporary order stop AFRA from suspending and keeping DeMille off the air, but it also forbids union from effecting a situation where other organization members might not cooperate by appearing on the weekly CBS *Lux Radio Theatre* of which he is director-producer-mc.

DeMille argued that he is not opposed to unionism nor has he violated any union rules. DeMille asked and was granted a provision in the court order that he be kept on AFRA's good standing list until the court can pass on the issue. Suit was directed against AFRA; Ken Carpenter, Los Angeles chapter president; National Secretary Emily Holt and George Heller and 20 others, all directors. DeMille told court he is paid $98,200 yearly on *Lux Radio Theatre*.

HARVEL WATCH Co., New York on Dec. 17 for 52 weeks renews John B. Kennedy on 60 Blue stations, Sun. 1-1:15 p.m. Agency: A. W. Lewin Co., Newark, N. J.

SKELLY OIL Co., Kansas City, Dec. 11 for 52 weeks renews Alex Dreier commentary, five weekly, *Lloyd Burlingham* and *W. G. Skelly Award*, Saturday 7-7:15 p.m. (CWT) on 25 NBC stations. Agency: Henri, Hurst & McDonald, Chicago.

JOHN MORRELL Co., Ottumwa (Red Heart Dog Food), Dec. 31 for 13 weeks renews *Alex Dreier's Weekly News Analysis*, 9:45-10 a.m. (CWT) and 11-11:15 a.m. (CWT) on full NBC network. Agency: Henri, Hurst & McDonald, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury Face Cream, Face Powder), on Dec. 27 renews *Mr. and Mrs. North* on 128 NBC stations, Wed. 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

CARNATION Co., Milwaukee (evaporated milk), on Jan. 1 for 52 weeks renews *Carnation Contented Hour* on NBC, Mon. 9-9:30 p.m. (CWT). Agency: Erwin Wasey & Co., Chicago.

ASSOCIATED Dental Supply Co., San Francisco (Painless Parker toothpowder, paste), on Dec. 3 for 52 weeks, renewed *Band Music* on 7 Don Lee Pacific stations, Sun. 11-11:30 p.m. (PWT). Agency: McCann-Erickson, San Francisco.

Network Changes

H. J. HEINZ Co., Pittsburgh (food products) on Feb. 5 discontinues *Information Please* on 138 NBC stations, Mon. 9:30-10 p.m. Agency: Maxon Inc., Detroit.

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 2 discontinued *Correction Please* on 53 CBS stations, Sat. 10:15-10:30 p.m. and on Dec. 9 starts *Here Comes Elmer*, same time, same stations. Agency: Roche, Williams & Cleary, N. Y.

ELECTRIC Companies Advertising Program, New York (institutional), on Dec. 12 shifts *The Electric Hour* on 137 CBS stations from Wed. 10:30-11 p.m. to Sun. 4:30-5 p.m. Agency: N. W. Ayer & Son, N. Y.

SOCONY VACUUM OIL Co., New York (petroleum products), on Dec. 28 discontinues Raymond Gram Swing on 139 Blue stations, Mon. thru Thurs. 10-10:15 p.m., and on Feb. 12 starts *Information Please* on about 138 NBC stations, Mon. 9:30-10 p.m. Agency: Compton Adv., N. Y.

EVERSHARP Inc., Chicago, on Jan. 3 shifts *Let Yourself Go* on 164 Blue stations, Tues. 10:30-11 p.m. to 141 CBS stations, Wed. 10:30-11 p.m. Agency: Biow Co., N. Y.

ELECTRIC AUTO-LITE Ltd., Sarnia, Ont. (batteries), has added 6 CBC Dominion network stations to *Everything for the Boys* on 10 CBC Dominion network stations, a total of 16 stations, Tues. 7:30-8 p.m. Agency: Ruthrauff & Ryan, Toronto.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Dec. 20 discontinues *Kay Kyser's Kollege of Musical Knowledge* on 138 NBC stations, Wed., 10-11 p.m. Agency: Foote, Cone & Belding, N. Y.

FORD Motor Co., Dearborn, Mich., on Dec. 8 started *Stars of the Future* on 183 Blue stations, Fri. 8-8:30 p.m., discontinuing Dec. 7 *Watch the World Go By* on 165 Blue stations, Mon.-Fri. 8-8:15 p.m. Agency: J. Walter Thompson Co., Chicago.

LEVER BROS. Co., Cambridge (Vimms), on Dec. 26 discontinues *The Frank Sinatra Show* on 143 CBS stations, Mon. 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS. Co., Cambridge (Swan soap), on Jan. 1 shifts *Burns and Allen* from 140 CBS stations, Tues. 9-9:30 p.m., to undetermined number of CBS stations, Mon. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

LADY ESTHER Ltd., Chicago (cosmetics), has added 19 CBS stations to *Screen Guild Players*, making a total of 140 CBS stations plus two CBS Canadian stations, Mon. 10-10:30 p.m. Agency: Biow Co., N. Y.

WESTINGHOUSE ELEC. & Mfg. Co., Pittsburgh (institutional), on Dec. 11 shifts *Top of the Evening* from 10:15-10:30 p.m. Mon. Wed. Fri. to 8-8:15 p.m. Mon. Tues. Wed. Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 11 replaces *Chesterfield Music Shop* with *Chesterfield Supper Club* on 137 NBC stations, Mon. thru Fri. 7-7:15 p.m. (repeat 11 p.m.). Agency: Newell-Emmett Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap, Oxydol), on Dec. 29 discontinues *I Love a Mystery* on 73 CBS stations Mon. thru Fri. 7-7:15 p.m. (rebroadcast 11-11:15 p.m.) and on Jan. 1 replaces it on 60 CBS stations with Jack Kirkwood, now heard on eight CBS West Coast stations 8-8:15 p.m. (PWT). Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Soap, Halo Shampoo), on Jan. 6 replaces *Palmolive Party* on 128 NBC stations, Sat. 10-10:30 p.m. Agency: Ted Bates Inc., N. Y.

KELLOGG Co., Battle Creek, Mich. (cereals), on Dec. 29 discontinues *Breakfast Club* on 213 Blue and CBC stations Mon. thru Fri., 9:45-10 a.m., and Jack Berch on 178 Blue stations, Mon. thru Fri. 11:45-12 Noon. Agency: Kenyon & Eckhardt, N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (institutional), expanded *Adventures of Ozzie & Harriet* on 62 CBS to 141 CBS stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

BORDEN Co., New York (Hemo), on Dec. 30 discontinues *Fanny Hurst Presents* on 192 Blue stations, Sat. 10-10:30 a.m. (repeat: 12-12:30 p.m.). Agency: Young & Rubicam, N. Y.

Durham

North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham County population is . . .

100,000

busy, high earning people. For example, famed Duke University is in Durham. Also, Durham makes 25% of the nation's entire cigarettes. Best of all this . . .

market

can be air-dominated at 250 watt rates over the station which surveys repeatedly prove has more listeners in the area than all other stations combined.

WDNC

OWNED BY DURHAM HERALD-SUN PAPERS

Represented by Howard H. Wilson Co.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
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RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

Fisher's Blend Becomes Sole Owner Of KOMO; B. F. Fisher Acquires KJR

A TRANSACTION whereby Fisher's Blend Station Inc. becomes sole owner of KOMO Seattle and Birt F. Fisher acquires KJR has been consummated, it was disclosed last week with filing of a petition by Fisher & Wayland, Washington law firm, with the FCC. No immediate cash was involved.

Under the agreement Birt F. Fisher (no relation to the principle officers of Fisher's Blend corporation) transfers his one-third interest in the corporation to the organization and in turn receives KJR. One of the last remaining duopoly cases to be settled since the FCC adopted Sec. 3.35 banning multiple ownership, the KOMO-KJR transaction presents several unusual aspects.

Facilities Swapped

A switch of call letters, approved last April 18, was the first step in the procedure. KOMO formerly operated with 5 kw on 950 kc and KJR operated with 5 kw on 1,000 kc. In the agreement KOMO gets the original KJR facilities and vice versa [BROADCASTING, April 24].

Use of the same studios, offices, transmitter site and antenna also are involved. Although the offices have been partitioned off and two separate organizations have been set up, both stations must necessarily share certain facilities, due to the wartime equipment freeze.

Fisher's Blend Station Inc. began operation of KOMO in 1926 and in 1933 acquired KJR from NBC. Officers are: O. W. Fisher, president; Dan R. Fisher, vice-president and treasurer; Donald G. Graham, vice-president; Birt F. Fisher, secretary and general manager; W. W. Warren and Bennett I. Fisher, assistants secretary and assistants treasurer. Directors are Messrs. O. W., Dan R. and Birt F. Fisher. Birt F. Fisher agrees to resign as director of the corporation upon approval of the transfer by the Commission.

In the petition the FCC was asked to authorize use of a common antenna pending acquisition of new equipment for KOMO, which has placed order with RCA for a 50 kw transmitter. An application for 50 w on 1,000 kc is pending before the FCC. Joint use of the transmitter site also is asked, until such time as a new site, already acquired by Fisher's Blend, can be used. Transmitter site is leased under a 10-year pact to Birt F. Fisher, who has an option to purchase at $56,250, but the transmitter is transferred to KJR.

Agree on Taxes

Each party agrees to assume its proportionate share of taxes for 1944, Fisher's Blend to pay two-thirds and Birt F. Fisher one-third. Fisher's Blend agrees to lend Birt F. Fisher $52,000 at 1½% interest on a 10-year note.

KOMO is to be affiliated with NBC and KJR with the Blue. Before the change in call letters was approved, KOMO, on 950 kc, was the NBC outlet and KJR on 1,000 kc the Blue. Ownership of 528 shares of BMI stock is to be divided, Fisher's Blend to retain 315 shares and Birt F. Fisher to receive 213 shares.

Fisher's Blend Station Inc. has 1,500 outstanding shares of common stock, 1,000 or 66⅔% owned by Fisher Flouring Mills Co. of which O. D. Fisher is president and O. W. Fisher executive vice-president and the other 500 shares (33 1/3%) by Birt F. Fisher.

In another duopoly action, the FCC last Thursday continued to Feb. 15, 1945, hearings for renewal of licenses of KHQ and KGA Spokane, Wash., owned by Maj. Louis Wasmer. Hearings originally were set for Dec. 14. Maj. Wasmer, who has been on active Army duty in Washington, requested a postponement to continue negotiations for disposing of one of his stations under the duopoly regulation.

Ivey Accounts

ACCOUNTS which Neal D. Ivey is expected to take with him in resigning as president of Ivey & Ellington, New York, to set up the Neal D. Ivey Co. in Philadelphia [BROADCASTING, Dec. 4] may include Bayuk Cigars Inc., Philadelphia; General Baking Co., New York (Bond bread); and Philadelphia Transportation Co., Philadelphia, all radio advertisers. I&E retains its other radio advertiser, McKesson & Robbins, New York (Bax), it is understood. Jesse T. Ellington, executive vice-president of I&E in New York, has been elected president of the agency, succeeding Mr. Ivey who has announced he will remain a director of the New York agency and retain his financial interest in it. In addition to the accounts, the following personnel resigned from Ivey & Ellington to join Neal D. Ivey: Paul A. Dorn, treasurer; William F. Fitzpatrick, production manager; John J. McLaughlin, manager of public relations; Stella M. Kilcullen, media buyer.

Zippo Plans Spots

ZIPPO MFG. Co., Bradford, Pa., plans to start a spot radio campaign for Zippo Cigarette Lighters as soon as the Government permits a certain amount of consumer sales, the size of the drive depending upon the quantity of lighters released for civilian use. Setting the sights for such a campaign for sometime after the first of the year with a possible radio budget of $20,000, Lee-Stockman Inc., New York agency, is preparing recorded spots which will be tested shortly in the East. With no product to sell, there are no commercials in the test spots—30- and 60-second records featuring a "barber-shop" musical quartet.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

What ever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need two of them. We offer steady employment, compatible surroundings and good salary to this type of man. Are there any? KTFI, Twin Falls, Idaho.

WGAC, Augusta, Ga., Blue, wishes add one man to its announcing staff. No control operating, no copy work, 2 men all shifts. Excellent opportunity to join large congenial staff.

Fine opportunity in southern network affiliate for good announcer. No operating or continuity. Permanent. Man with some record, MC or personality work experience preferred. Salary $45 weekly. Box 941, BROADCASTING.

Men to organize and develop radio department upstate New York agency. Splendid opportunity for good salesman with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Engineer with first class ticket wanted by regional in pleasant southeastern city. $40 for 40 hours. Details first letter, please. Box 958, BROADCASTING.

Announcer—Any class operator license. Experienced capable handling news and recording shows. Excellent opportunity for dependable man as chief announcer. Straight salary, 40 hour week, no overtime. 250 watts, small town, non-defense area. Rocky Mountain west. Box 966, BROADCASTING.

Salesman, copywriter, contact man. Liberal salary-commission for dependable man with car. Good deal for reliable plugger. No high pressure or fly-by-nights. After January first. KIUP, Durango, Colorado.

News writer, by divisional headquarters of major network. Must be experienced in radio news writing or have full background of newspaper or press association rewrite experience. Either with or without news announcing experience. Box Box 967, BROADCASTING.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at WHOT, South Bend's new station. Blue affiliation, capable program department, excellent news and transcription services, fine prospect list, and a pleasant city in which to live are part of the new picture for the one who can show he has what it takes. Write to Harry Burdick, WHOT, South Bend 4, Ind.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course
JANUARY 8
8 Weeks' Evening Course
JANUARY 9

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING RADIO CITY, N.Y.
CIRCLE 7-0193

Help Wanted (Cont'd)

Announcer—Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major midwestern market. The man we want must be worth $65 or more per week to start and must be looking for a permanent position. Include references, phone number, snapshot and all other pertinent data in first letter. For personal interview in New York December 11th to 15th inclusive, communicate with Weed and Company, 350 Madison Avenue, or write Box 968, BROADCASTING.

Chief engineer for 250 watt network station in good midwestern market. Excellent future. Send complete information, education and experience. Box 971, BROADCASTING.

KTRI, Sioux City, Iowa, has an opening for an announcer. Send audition and full particulars.

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

A good opportunity for man now holding straight announcing position, to become program director with progressive 250 local station, with post war plans. Must have confidence in self that you are qualified. Permanent, not a wartime job. Must carry regular announcing schedule and be able to edit news. Salary $45.00-$50 per week. Write, wire, or call Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Wanted—Engineer with first or second class license, salary $40 to $50 per week depending on skill at control work. Write Thomas Phillips, Jr., 121 W. 10th St., Erie, Penna.

Announcer—Southern NBC affiliate has immediate opening experienced announcer to become permanent part fast-growing organization. Must be sound, sober and above average. Give detailed outline qualifications, references and expected earnings first letter. Box 978, BROADCASTING.

Wanted—Good all-round announcer, also transmitter engineer. Can use salesman with continuity experience. Blue Network station. Give all details and best salary in first letter. Answer to station WOLS, Florence, S. C.

Wanted—Radio telephone operator, first class, 250 watt Blue outlet. Good opportunity for permanent position with progressive organization. WBIR, Knoxville, Tennessee.

Help Wanted (Cont'd)

Wanted! Operator-announcer with 1st class license or 3rd class license. $50 for first class, $40 for 3rd class for 48-hour week. Send voice transcription. WRLC, Toccoa, Georgia.

ENGINEER WANTED. $50 FORTY HOURS PER WEEK. WREN, LAWRENCE, KANSAS.

Control operator—Studio, recording and remote experience required. Give experience, salary and draft status in first letter. WFBL, Syracuse, N. Y.

Wanted—Combination first class operator announcer. Pay above average, excellent climate, permanent position. KSUN, Bisbee, Arizona.

Wanted—Transmitter operator with 1st class license, also an experienced announcer-operator for a 1 kw. CBS affiliated and regional network key station, KOY, Phoenix, Arizona.

Operator-announcer with first ticket. Central Florida non-defense town. Give full particulars by airmail. Advise by collect wire if interested. WTMC, Ocala.

We are looking for an experienced announcer. Write details, salary expected. Send audition platter. Douglas Davies, Production Manager, WTCN, Wesley Temple Bldg., Minneapolis, Minn.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Situations Wanted

Advertising-public relations man. 18 years newspaper experience. 37 years of age, married, honorably discharged from army. No physical defects. Wants promotion manager position. Box 965, BROADCASTING.

Top flight newscast writer available January 1. New York, midwestern experience. 35. Capable organizing, directing large station news dept. Reliable. Lone job-change past twelve years. Write Box 970, BROADCASTING.

Station executives: Ambitious young lady desires position in production department of modern growing station. 6 years radio and dramatic study, 3 years actual radio experience. Some script and commercial writing. Ready, willing and able! Box 972, BROADCASTING.

Copy writer. Woman experienced all types commercial copy, musical continuity, woman's participation show. Metropolitan and regional network experience. Will travel any where, but interested in connection promising future. Box 960, BROADCASTING.

Situations Wanted (Cont'd)

YOU CAN'T MISS WITH THIS MISS. ANNOUNCING AND SCRIPTWRITING THAT SELLS. PROGRAMMING EXPERIENCE WITH NBC BACKGROUND. WIRE BOX 974, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Sports commentator. Five years experience. Play-by-play baseball, football, boxing, wrestling, hockey. Draft exempt. Transcriptions available. Box 959, BROADCASTING.

Merchandising, market research director. Capable of organizing and directing complete merchandising and research organization. Excellent references and qualifications to offer. Box 963, BROADCASTING.

Available about January 15. Chief Engineer. Can handle personnel. 14 years broadcast experience with 50 kw. Hold first class license. Station size no object. Box 969, BROADCASTING.

Program director. Thoroughly experienced, conscientious veteran wants permanent program or production manager's berth. Thirteen years local and network announcing, programming, production in east and midwest. Draft exempt. Box 964, BROADCASTING.

Experienced transmitter-studio technician. Midwest preferred. Permanent. Box 975, BROADCASTING.

Wanted to Buy

Tower—about 150 feet, ground wire, turntables, all other equipment for 250 station. Box 933, BROADCASTING.

Wanted to buy—Two Weston 425 R. F. meters 0-3 amps. New or used. Box 961, BROADCASTING.

Wanted to buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

For sale—Mobile equipment in 1937 Buick Century Eight as follows: Collins model 32G-40 watt transmitter, Gates-G70 speech amplifier complete, two channel mixer. Permax Telescoping antenna with mount, Onan model 10 LS-1000 watt power plant, transceiver laboratories pack transmitter. Sell as unit or separately. Make us an offer. WPAD, Paducah, Kentucky.

Miscellaneous

Want Friday morning availabilities for thirty minute religious program. William F. Holland, Sinton Hotel, Cincinnati.

SALESMEN

An Opportunity

A radio station in a major New England market with great plans for the future, needs two salesmen who are sober, industrious and dependable; men with an eye to their future, men who are already successful in their present positions but who feel that they are ready to work in a larger field.

To such men this station offers an opportunity!

Commission basis with a satisfactory drawing account.

Address: Box 976, BROADCASTING

WILL BUY

250
WATT
RADIO STATION

I HAVE: One wife, two boys
Enough money to buy
Ten years in RADIO

I WANT: A good little station
A swell town to live in
A reasonable income

I WILL: Take over any time
Answer all replies
Hold yours in confidence

BOX 977, BROADCASTING

KMBC Hearing May Presage Extension of Standard Band

FCC Defers Action on Application for 50 kw On 540 kc Until Allocations Are Decided

INDICATIONS that the FCC may have reached a decision to extend the standard broadcast band below 550 kc was seen last week when Commissioner Ray C. Wakefield, motions chairman, granted a motion for indefinite postponement of a hearing in the application of KMBC Kansas City for a construction permit to change frequency to 540 kc and to increase power to 50 kw.

Originally set for Tuesday (Dec. 12), the hearing was postponed "until after final action of the Commission in Docket 6651 (allocations), at which time a further date for said hearing will be fixed," said the FCC public notice. That gave rise to speculation that the Commission looks favorably upon extension of the standard broadcast band. Otherwise the hearing would have gone ahead and the application would have been denied, it was pointed out.

Early Petition Denied

Both the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board have recommended that the standard broadcast band be extended. IRAC suggested inclusion of an additional channel at 540 kc, while committees of RTPB Panel 4 recommended even further expansion. The allocation committee of Panel 4 recommended extension to 520 kc, while the receiver committee has stuck to its original suggestion that the standard band be extended only to 530 kc. Panel 4, of which Howard S. Frazier, NAB Director of Engineering is chairman, is attempting to resolve the conflict.

An earlier petition of the Midland Broadcasting Co., licensee of KMBC, requesting the FCC to amend Sec. 2.71 and to take steps designating 540 kc for standard broadcast, was denied [BROADCASTING, Sept. 25]. At that time the Commission designated the application for hearing. Allocation hearings did not begin, however, until Sept. 28.

Designation of the hearing date as Dec. 12 led to the speculation that the Commission had agreed to extend the standard band, inasmuch as the FCC a fortnight ago notified the State Dept. it had tentatively approved an allocation plan pertaining to frequencies below 30 mc [BROADCASTING, Dec. 4]. Recommendations will not be made to the State Dept., however, until after the Commission has completed with IRAC conferences which are under way.

The allocation committee of Panel 4, of which Andrew W. Ring, former FCC assistant chief engineer in charge of the broadcast division, is chairman, recommended that the 540 kc channel be used for regional stations with 1-5 kw power, while the 530 and 520 kc channels be allocated to local stations of 250 w power [BROADCASTING, Nov. 13].

At a meeting last month the Panel 4 allocation committee recommended that the FCC set aside 10 clear channels, each 10 kc wide, in the 200-400 kc band for stations of 500 kw or greater power to provide adequately for rural coverage [BROADCASTING, Nov. 20]. Whether the Commission will be guided by the committee recommendations could not be learned, although Mr. Frazier said Panel 4 had not yet filed its formal recommendations with the Commission, pending outcome of the conflict between the allocation and receiver committees.

New Graphical Standard For Radio Issued by ASA

A REVISED American Standard for graphical symbols for radio, telephone and telegraph use has been approved by the American Standards Assn., 70 E. 45th St., New York, giving new symbols for new types of apparatus and reconciling conflicts in previous standards. Work on the new standards was carried out under the technical leadership of the American Institute of Electrical Engineers and the American Society of Mechanical Engineers, with the Signal Corps Standards Agency, the Aeronautical Board and the Bureau of Ships cooperating as well as the industries concerned.

Copies of the new standard (Z32.5-1944) may be obtained for 30c from ASA. The standard is a revision of and supersedes the American Standard Symbols published in 1942.

AID TO FCC MAIN IRE MEETING TOPIC

WORK of the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board, Government and industry groups which prepared and presented data to the FCC to assist it in the task of allocating frequencies to the various radio services for the postwar period, will be discussed by Capt. E. M. Webster, IRAC vice-chairman, and Alfred N. Goldsmith, RTPB vice-chairman, at the 1945 winter technical meeting of the Institute of Radio Engineers.

More than 40 papers, covering technical developments in all phases of radio, will be presented during the four-day meeting to be held at the Hotel Commodore, New York, Jan. 24-27.

PRF Formed to Operate FM Community Station

FORMATION of a People's Radio Foundation for the specific purpose of operating a community-type FM station in New York, supported and directed by various progressive groups, was announced last week by Joseph Brodsky, attorney, and a member of the board of directors *pro tem*. At the same time it was disclosed that plans to establish FM stations along the lines of the "PRF Plan" are in progress among similar union, labor and education and civic groups in ten or more cities throughout the country.

Motivating force behind the Foundation and the general movements is the International Workers Order, New York, which is both a fraternal insurance benefit society, and a federation of 15 nationality, or foreign language groups. The IWO's membership is drawn from the trade unions—both the AFL and the CIO, with the latter predominant. The "PRF Plan" is a sequel to the "IWO Plan of FM" which has been developed by the IWO under the direction of Eugene Konecky, publicity director, and a former radio man.

CKAC Montreal has named Adam J. Young Jr. as representative, effective Jan. 1.

Drawn for BROADCASTING by Sid Hix

"Corporal, You Are the First to Use the New Coordinated Communications Equipment—and Be Sure to Hold It Above the Surf!"

Blue's Committee Electing Officers

Four Districts of Planning Advisory Group Involved

MEMBERS of the Blue network Stations Planning & Advisory Committee are electing representatives to head four districts including a newly-created unit comprising the southeastern and Florida groups. Election is being conducted by mail under the direction of Ernst & Ernst, New York.

The new unit—District 8—is being formed out of District 4 in a move to cut down size. District 4, which has had twice as many stations as any other unit, will now include only the south central group. Minor revisions are also being effected in District 1, 2 and 3, representing some 90 outlets, to bring stations in the same section and with mutual interests into the same district.

Districts involved in the current election in addition to District 8 and their present representatives are as follows: District 2, Allen Campbell, WXYZ Detroit; District 4, Henry P. Johnston, WSGN Birmingham; and District 6, Harold Hough, KGKO Fort Worth.

EDGAR KOBAK MUM ON MBS MEETING

FIRST meetings of the Mutual executive committee and board of directors since Edgar Kobak became president of the network, held over the weekend at the Ambassador Hotel, New York were expected to be largely "get-acquainted" affairs for the directors and the new president, routine business and an informal discussion of network operations making up the agenda.

Executive committee, which convened Saturday, included: Chesser M. Campbell, WGN Chicago; H. K. Carpenter, WHK Cleveland; Edgar Kobak, MBS president; John Shepard 3d, Yankee Network, Boston; Theodore C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee, Hollywood.

Directors and shareholders, who met Sunday and today included: Alfred J. McCosker, chairman; E. M. Antrim, WGN Chicago; Hope E. Barroll Jr., WFBR Baltimore; Chesser M. Campbell; J. E. Campeau, CKLW Detroit-Windsor; H. K. Carpenter; Benedict Gimbel Jr., WIP Philadelphia; Leonard Kapner, WCAE Pittsburgh; Edgar Kobak; John Shepard 3d; Theodore C. Streibert, Lewis Allen Weiss.

Tangerines on Nine

FLORIDA CITRUS Commission, Lakeland, Fla., is promoting tangerines this season on WHOM WAAT WPAT WTTM WGNY WKIP WFAS WSRR WBRY. One series started Nov. 27 and continues through Jan. 13, using average of ten one-minute transcribed spots weekly with frequency reduced to seven spots weekly. The second cycle runs for five more weeks beginning Jan. 15. Agency is Benton & Bowles, New York.

H. ROE BARTLE, Scout Executive

...Kansas City Area, Boy Scouts of America, says of radio, "The youth of today enjoy benefits of science unknown to us oldsters in our younger days. Radio, but a fantasy two decades ago, has now become the marvel of the age and a most powerful influence in the lives of oncoming Americans. Not only is selective entertainment of the highest order available, but programs designed for character building and citizenship training are of paramount importance and indicate that radio is highly youth-conscious and a powerful ally of our democracy. Much of the thinking, doing, and idealism of youth are caught from the radio programs which are theirs to enjoy."

Yes — KMBC is youth-conscious! Programming built for entertainment and as a constructive influence has always been a prominent part of KMBC's daily schedule. Its "Big Brother Club" makes *Distinguished Service Citations* weekly to youth for extraordinary attainment in living up to the fundamental ideals for which American Youth is recognized the world over. Membership card, microphone pin and creed of virtuous living are given to all youth in the Heart of America without cost or premium. Sorry—the project is not offered for sponsorship!

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